

ENGLISH 280: BOOK PRODUCTION (RAIN BIRD)

VARIABLE CREDITS (1,2, OR 3)

Days and Time: T-TH 2:45

INSTRUCTOR: Robert Barclay

OFFICES: Akoakoa 236

OFFICE HOURS: MWF 8:30-11:30 T-TH 8:00-10:00

TELEPHONE: 224-3019

EFFECTIVE DATE: Spring 2015

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai'i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O'ahu's Ko'olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

This course is intended to acquaint students with the theory, practice, and technical skills required to publish a book (the Rain Bird Literary and Art Journal), and, by extension, enable students to participate in the creation of other publications such as magazines, handbooks, manuals, brochures, flyers, newsletters, etc. To varying degrees over two semesters, the course covers planning, publicity, selection, editing, proofreading, layout, production, distribution, and celebration. Students may repeat the course for elective credit.

REQUIREMENTS COURSE SATISFIES

Elective credits toward AA degree.

RECOMMENDED BASIC SKILL LEVELS

Willingness to carry out collaborative responsibilities on time and to work cooperatively with others. Strong knowledge of grammar, word usage, and punctuation. Awareness of literary forms and styles. Basic computer skills. An eye for visual detail.

STUDENT LEARNING OUTCOMES

Upon full and successful completion of this course, the student will be able to:

- Evaluate how audience, purpose, and mode of publication affect publication design.
- Employ skills such as editing, proofreading, design, and layout.
- Participate in imaginative and creative collaboration in the production of a journal that maintains high standards.

COURSE CONTENT AND TASKS

This is your journal, with your decisions, your vision, and your ideas as a team creating the final product. As such, you will be expected to participate in a collaborative production process. To varying degrees across two semesters, this involves planning, publicity, selection, copyediting, proofreading, formatting, design, layout, production, bid creation, publication party, and distribution. As a team, you might invent new tasks as well. You must work cooperatively and responsibly with the team, including credit students, advisors, and volunteers. This course is not intended to be a homogenous experience for all students, and you are encouraged to find and create your own niche within the team.

ASSESSMENT TASKS AND GRADING

The instructor and students will evaluate each other as a team, on decisions made at every step of the collaborative process, with the aim of revising toward a final product.

In addition to the collaborative tasks required to create the magazine, students will write a final report and analysis of their learning, contributions, and collaborative experience—worth 50% of the final grade.

Students are expected to attend the weekly class meetings regularly, to carry out collaborative responsibilities in a timely way, and to be supportive of each other and of the group as a whole.

The remaining 50% of the grade will be decided collectively, based on participation and contribution.

LEARNING RESOURCES

There are no texts to buy, but we have several text and software resources that we will consult and use.

Course TASKS

August: Planning and Publicity (carries over from previous semester's decisions)

- Introduction to course
- Create flyers, posters
- Class visits
- Coordinate with school paper for article
- Plan and perform publicity stunt
- Solicit entries

September: Preparation and Collection

- Software tutorials
- Selection criteria
- Writing collection, coding, and copying
- Create contact database of authors
- Acknowledge entries

October: Selection and Art Collection

- Read, discuss, and score each writing entry
- Collect code, and copy art entries
- Create contact database of artists

November: Selection and Decision

- Finish writing selection
- Finish art selection
- Contact authors and artists
- Solicit electronic copies
- Scan or digitally photograph all art selections

December: Complete all semester tasks

- Finalize all tasks
- Create issue file on computer, all art and writing.

January: Editing

- Discuss editing procedures, style sheet
- Assign editors
- Begin editing writing

February: Editing and Proofing and Planning

- Finish editing.
- Seek author approval of galley proofs
- Discuss proofreading techniques
- Begin proofreading
- Plan theme for next issue, create and distribute forms
- Publicize next issue

March: Proofing and Layout

- Finish proofing
- Preliminary layout, pairing art and writing
- Manipulate art in Photoshop
- Format writing.
- Input final layout in InDesign

April: Cover Design and Publication

- Design Cover
- Bid for printing
- Finalize issue
- Plan celebration

May: Celebrate

- Launch party for issue