

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for MSCM 34B
NAKED MAGAZINE: COLLEGE MAGAZINE B
Effective: Fall 2019

I. CATALOG DESCRIPTION:

MSCM 34B — NAKED MAGAZINE: COLLEGE MAGAZINE B — 3.00 units

Leadership in the creation and promotion of a journalistic-style student magazine, including development of skills in areas of social media and multimedia. Emphasis is placed on practicing and refining intermediate-level journalism skills while developing content, writing in-depth magazine articles, producing photographs and other visual elements, correlating copy and visuals, laying out pages in the production process, copy editing, promoting advertising, managing the business-side of the magazine, and exploring ethical issues.

2.00 Units Lecture 1.00 Units Lab

Prerequisite

MSCM 34A - Naked Magazine: College Magazine A
with a minimum grade of C

Strongly Recommended

- Eligibility for ENG 1A -

Grading Methods:

Letter or P/NP

Discipline:

- Mass Communications

	MIN
Lecture Hours:	36.00
Expected Outside of Class Hours:	72.00
Lab Hours:	54.00
Total Hours:	162.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

A. MSCM34A

1. Take an active part in overall editorial and visual development, application of magazine policies, graphic style, business decisions, and editorial topics
2. Practice collaborative decision making and explain, demonstrate, and mentor specific skills pertaining to job description assumed, including editor in chief, managing editor, art director, writer, photographer, artist, production staff, and web editor
3. Explain and demonstrate specific skills pertaining to magazine style, interviewing, researching, writing, editing, critical thinking, standards, and values
4. Develop and apply skills in computer graphics, page design, photo planning, and web design;
5. Work to improve the magazine continuously to better meet the needs of the readership and Las Positas College community;
6. Practice professional journalistic standards of ethics and explain press law regarding matters of libel and privacy.

Before entering this course, it is strongly recommended that the student should be able to:

A. -Eligibility for ENG 1A

1. Use strategies to assess a text's difficulty, purpose, and main idea prior to the act of reading
2. Annotate a text during the act of reading
3. Employ strategies that enable a critical evaluation of a text
4. Respond critically to a text through class discussions and writing
5. Use concepts of paragraph and essay structure and development to analyze his/her own and others' essays
6. Write effective summaries of texts that avoid wording and sentence structure of the original
7. Respond to texts drawing on personal experience and other texts
8. Organize coherent essays around a central idea or a position

9. Apply structural elements in writing that are appropriate to the audience and purpose
10. Provide appropriate and accurate evidence to support positions and conclusions
11. Produce written work that reflects academic integrity and responsibility, particularly when integrating the exact language and ideas of an outside text into one's own writing
12. Utilize effective grammar recall to check sentences for correct grammar and mechanics
13. Proofread his/her own and others' prose

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Work as a productive team member of the magazine staff with increased responsibility from MSCM 34A
- B. Develop and apply skills in computer graphics, page design, photo planning, and web design with increased responsibility from MSCM 34A
- C. Lead others in the overall editorial and visual development, application of magazine policies, graphic style, business decisions, and editorial topics
- D. Create story packages and lead others in creating magazine story packages for print or online that may include the main article, sidebars, photos, illustrations, photo illustrations, infographics, and/or video
- E. Practice collaborative decision-making and lead, explain, demonstrate, and mentor specific skills pertaining to job description assumed, including editor in chief, managing editor, art director, writer, photographer, artist, production staff, and web editor
- F. Explain, demonstrate, and lead others in developing specific skills pertaining to magazine style, interviewing, researching, writing, editing, critical thinking, standards, and values
- G. Work to improve the magazine continuously to better meet the needs of the readership and Las Positas College community
- H. Lead others in professional journalistic standards of ethics, and explain press law regarding matters of libel and privacy
 - I. Use social media and lead others to use social media to effectively promote and supplement the magazine
- J. Use multimedia and lead others in using multimedia to tell a story or promote an event for the magazine
- K. Design and create at least one infographic for use in the magazine
- L. Represent the magazine as a leader and journalist at events such as forums for hiring administrators, meetings, celebrations, and conferences

V. CONTENT:

- A. Leadership and increased responsibility relating to preparing for, researching, and writing stories for the magazine. Model, guide, and lead others in
 1. Finding and recognizing stories for the magazine
 2. Creating visuals linked to written content
 3. Conducting research and interviews
 4. Organizing thinking
 5. Writing the story
 6. Revising the story
 7. Working with an editor on the story
 8. Developing secondary story ideas
 9. Attending and leading scheduled planning meetings, assuming specific roles, and collaborating with others on content and production of the magazine
- B. Lead others in applying magazine style, standards, and values to computer graphics, page design, photo planning, and web design
- C. Lead others in using beginning magazine visuals
 1. Creating photographs, computer graphics, and artwork for use in a magazine
 2. Correlating visuals and editorials in a magazine
 3. Participating in digital layout and graphic design.
- D. Work with the leadership team and magazine staff to
 1. Brainstorm story ideas
 2. Create story packages to include: the main article, sidebars, photos, illustrations, photo illustrations, infographics, and/or video
- E. Develop leadership style and skills through collaboration with staff and editors and through assuming at least one leadership role, including editor in chief, managing editor, art director, writer, photographer, artist, production staff, and web editor
- F. Lead others to develop specific journalistic skills, including interviewing, researching, writing, editing, critical thinking, and meeting journalist standards
- G. Leadership with respect to the magazine and its evolving audience
 1. Defining audience
 2. Creating content based on audience
 3. Advertising sales based on audience
 4. Marketing to the audience
 5. Using social media to connect with the audience
- H. Applying magazine law and ethics
 1. Ethics in magazine publication
 2. Accuracy
 3. The magazine and the law
- I. Social media and the magazine
 1. Promotion of the magazine on social media
 2. Publication events
 3. Developing relationships with potential readers and advertisers
- J. Transitioning the print magazine to the online version
 1. Website and online publication
 2. Visual online
 3. Multimedia online
 4. Interaction with the online audience
- K. Infographic for print or online edition
 1. Recognize information suitable for presentation as an infographic
 2. Acquire, design, produce, and publish an infographic
- L. Leadership in the college community

VI. METHODS OF INSTRUCTION:

- A. **Individualized Instruction** - Individual conferences about work produced
- B. **Discussion** - Group decision-making in which students plan, delegate and assign jobs, choose content, govern issues regarding ethics, taste and legal considerations, with adviser and editors providing appropriate advice and counsel
- C. **Written exercises and case studies** - Assignments in writing, style, and standards
- D. **Guest Lecturers** -
- E. **Individualized Instruction** - Coached supervision in necessary activities such as copyediting and proofreading
- F. **Critique** - Group critique sessions and analysis of publications
- G. **Discussion** - Lectures and discussions covering all phases of content development, writing, production, and print preparation
- H. **Critique** - Critiques of past issues of magazine for strengths and weaknesses
 - I. **Classroom Activity** - Brainstorming/planning/discussing at staff meetings

J. Field Trips -

K. **Lab** - Prepare for, research, and write content for the magazine. Work with editors and advisors to improve written content. Plan, acquire, and edit visuals for the magazine. Plan, revise, layout, and edit magazine pages. Seek sponsorships and advertising revenue for the magazine.

VII. TYPICAL ASSIGNMENTS:

- A. Leading: Lead a group discussion in which the magazine staff explores, identifies, and assigns stories and visuals for the upcoming edition.
- B. Writing: Prepare for, research, and write a magazine-style feature of at least 1000 words on the topic of body piercing.

VIII. EVALUATION:

Methods/Frequency

- A. Quizzes
Read "Worlds Apart," an opinion piece published in "The Best American Magazine and Newspaper Writing," and complete a quiz. (This book changes every year, so students will not be quizzed on the same work for A and B.)
- B. Research Projects
Conduct research on a person for a magazine profile.
- C. Portfolios
The completed magazine serves as a portfolio for student editors.
- D. Group Projects
Working with a designer and a photographer, create a dummy of your story, including all visuals.
- E. Class Work
Work with other students to refine their a ledes and nutgraphs.

IX. TYPICAL TEXTS:

- 1. *Golden*. 1 ed., Touchstone: An Imprint of Simon & Schuster, 2017.
- 2. Associated Press *Associated Press Stylebook and Briefing on Media Law*. Rev ed., Basic Books, 2017.
- 3. Brooks, Brian S., James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors*. 8th ed., Bedford/St. Martin's, 2015.
- 4. Clark, Roy Peter and Don Fry *The Best American Magazine Writing 2017*. 2017 ed., Columbia University Press, 2017.
- 5. Johnson, Sammye and Patricia Prijatel *The Magazine from Cover to Cover*. 3rd ed., Oxford UP, 2012.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Reporter's notebook and recording device