

Las Positas College
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Course Outline for MSCM 34A
NAKED MAGAZINE: COLLEGE MAGAZINE A
Effective: Fall 2019

I. CATALOG DESCRIPTION:

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

Creation of a journalistic-style student magazine. Emphasis is placed on 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

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 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. Take an active part in overall editorial and visual development, application of magazine policies, graphic style, business decisions, and editorial topics
- B. 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
- C. Explain and demonstrate specific skills pertaining to magazine style, interviewing, researching, writing, editing, critical thinking, standards, and values
- D. Develop and apply skills in computer graphics, page design, photo planning, and web design;
- E. Work to improve the magazine continuously to better meet the needs of the readership and Las Positas College community;
- F. Practice professional journalistic standards of ethics and explain press law regarding matters of libel and privacy.

V. CONTENT:

- A. Preparing for, researching, and writing editorials on desktop publishing software
 - 1. Developing content based on audience
 - 2. Developing package plans
 - 3. Writing editorials for magazine publication
 - 4. Planning visuals for publication
 - 5. Conducting research and interviews
- B. Attending scheduled planning meetings, assuming specific roles, and collaborating with others on content and production of the magazine
- C. Applying magazine style, standards, and values
 - 1. Magazine style
 - a. Overview
 - b. Use
 - 2. Advertising and public relations
- D. 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
 - 4. Transitioning the print magazine to the online version
 - a. Print online: transitioning from print to web
 - b. Visuals online: transitioning from print to web
 - c. Interaction with online audience
- E. Developing the magazine and its audience
 - 1. Defining audience
 - 2. Creating content based on audience
 - 3. Advertising sales based on audience
 - 4. Marketing to the audience
- F. Applying magazine law and ethics
 - 1. Ethics in magazine publication
 - 2. Accuracy
 - 3. The magazine and the law

VI. LAB CONTENT:

- A. Prepare for, research, and write content for the magazine.
- B. Work with editors and advisors to improve written content.
- C. Plan, acquire, and edit visuals for the magazine.
- D. Plan, revise, layout, and edit magazine pages.
- E. Seek sponsorships and advertising revenue for the magazine.

VII. METHODS OF INSTRUCTION:

- A. **Written exercises and case studies** - Assignments in writing, style, and standards
- B. **Guest Lecturers** -
- C. **Field Trips** -
- D. **Critique** - Group critique sessions and analysis of publications
- E. **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
- F. **Critique** - Critiques of past issues of magazine for strengths and weaknesses
- G. **Classroom Activity** - Brainstorming/planning/discussing at staff meetings
- H. **Individualized Instruction** - Coached supervision in necessary activities such as copyediting and proofreading
- I. **Individualized Instruction** - Individual conferences about work produced
- J. **Discussion** - Lectures and discussions covering all phases of content development, writing, production, and print preparation
- 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.

VIII. TYPICAL ASSIGNMENTS:

- A. Reading
 - 1. Read Chapter 9, "The Structure of Writing" in *Feature and Magazine Writing: Action, Angle and Anecdotes* and complete a reading check in which you analyze and discuss some methods to improve your own writing and correct some practice sentences.
- B. Writing
 - 1. Prepare for, research, and write a magazine-style feature of at least 1000 words on the topic of body piercing.

IX. EVALUATION:

Methods/Frequency

- A. Quizzes
 - Read "Worlds Apart," an opinion piece published in "The Best American Magazine and Newspaper Writing," and complete a quiz.
- 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
 - Write a lede and nutgraph for your story.

X. TYPICAL TEXTS:

- 1. Thompson, Il, Marcus. *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, 2018.
- 3. Brooks, Brian, James Pinson, and Jean Wilson. *Working with Words: A Handbook for Media Writers and Editors*. 8th ed., Bedford/St. Martin's, 2015.
- 4. The American Society of Magazine Editors. *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.

XI. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer card, disk, reporter's notebook, and tape recorder

