

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

Course Outline for MSCM 34
MAGAZINE EDITING AND PROD
Effective: Fall 2008

I. CATALOG DESCRIPTION:

MSCM 34 — MAGAZINE EDITING AND PROD — 3.00 - 5.00 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. The number of laboratory units will be agreed upon and scheduled by instructor and student based on the student's job description and availability to participate.

2.00 Units Lecture 1.00 - 3.00 Units Lab

Strongly Recommended

ENG 1A - Critical Reading and Composition

Grading Methods:

Letter or P/NP

Discipline:

	<u>MIN</u>	<u>MAX</u>
Lecture Hours:	36.00	36.00
Lab Hours:	54.00	162.00
Total Hours:	90.00	198.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

III. PREREQUISITE AND/OR ADVISORY SKILLS:

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

A. ENG1A

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. Understanding 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. 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. Magazine law and ethics
 1. Ethics in magazine publication
 2. Accuracy
 3. The magazine and the law

VI. METHODS OF INSTRUCTION:

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

VII. TYPICAL ASSIGNMENTS:

- A. Reading: 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: Prepare for, research, and write a magazine-style feature of at least 1000 words on the topic of body piercing.

VIII. EVALUATION:

A. **Methods**

B. **Frequency**

1. Deadlines, critiques, meetings, and exercises are weekly, working toward a magazine publication.
2. Semester-long preparation of portfolio of work

IX. TYPICAL TEXTS:

1. Associated Press *Associated Press Stylebook and Briefing on Media Law*. Rev ed., Basic Books, 2007.
2. Brooks, Brian S., James L. Pinson, and Jean Gaddy Wilson *Working with Words: A Handbook for Media Writers and Editors*. 6th ed., Bedford/St. Martin's, 2005.
3. Clark, Roy Peter and Don Fry *Coaching Writers: Editors and Reporters Working Together Across Media Platforms*. 2nd ed., Bedford/St. Martin's, 2003.
4. Johnson, Sammie and Patricia Prijatel *The Magazine from Cover to Cover*. 2nd Rev ed., Oxford UP, 2006.
5. Ruberg, Michelle *Writer's Digest Handbook of Magazine Article Writing*. 2nd ed., Writer's Digest, 2005.
6. Grobel, Lawrence *The Art of the Interview: Lessons from a Master of the Craft*, Three Rivers Press, 2004.
7. Dreifus, Claudia *Interview*, Seven Stories Press, 1999.
8. Len Bruzzese, Brant Houston, and Steve Weinberg *The Investigative Reporter's Handbook: A Guide to Documents, Databases and Techniques*. 4th ed., Bedford/St. Martin's, 2002.
9. Metzel, Ken *Creative Interviewing: The Writer's Guide to Gathering Information by Asking Questions*. 3rd ed., Allyn & Bacon, 1997.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

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