

Las Positas College
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Course Outline for MSCM 19A

JOURNAL OF ARTS, LITERATURE, AND ACADEMIC WRITING A

Effective: Spring 2019

I. CATALOG DESCRIPTION:

MSCM 19A — JOURNAL OF ARTS, LITERATURE, AND ACADEMIC WRITING A — 3.00 units

Creation of a literary-style student magazine. Practical training in the managing, editing, formatting, and printing of a literary magazine. Enrollment constitutes the staff of the magazine. Cross listed with ENG 19A. A student who has successfully completed ENG 19A cannot enroll in MSCM 19A.

2.00 Units Lecture 1.00 Units Lab

Grading Methods:

Letter or P/NP

Discipline:

- Mass Communications or
- English

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

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

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. Create a process and timeline for the production of a literary anthology
- B. Create submission guidelines, solicit submissions, and assess submissions for publication
- C. Edit and format anthology content and layout
- D. Organize an awards ceremony for contributors and contest winners

V. CONTENT:

- A. Assess the factors involved in designing a literary-style magazine:
 1. structuring a timeline;
 2. creating a theme;
 3. selecting a format;
 4. delegating duties and assigning roles for staff members.
- B. Assess submissions for publication:
 1. develop criteria and a rubric for assessment;
 2. read and score submissions;
 3. discuss and finalize group decisions.
- C. Perform basic editing, proofreading, and layout procedures:
 1. verify all accepted submissions in digital format;
 2. choose layout design, and pagination;
 3. enter accepted submissions into layout software and participate in digital layout and graphic design;
 4. copy edit and then proofread the manuscript before final printing.
- D. Organize and run literary awards ceremony:
 1. notify accepted and rejected authors;
 2. contact prize-winning authors;
 3. structure format of ceremony;
 4. arrange guest speaker if so desired;
 5. design and distribute flyers to publicize ceremony;
 6. design program for ceremony;
 7. coordinate sales of anthology at ceremony;
 8. assist with introducing speakers and winners;
 9. assist with refreshments at ceremony.

VI. METHODS OF INSTRUCTION:

- A. **Lab** - Group collaborative learning; activity participation; group critique sessions and analysis of publications; coached supervision in necessary activities such as copy editing and proofreading; and critiques of issues for strengths and weaknesses.

- B. **Lecture** - Explanation and discussion of the elements of fiction, poetry, and artwork. Lecture on the process of developing and producing a literary anthology. Updating progress on the production process. Lecture on public relations and marketing for a literary anthology.

VII. TYPICAL ASSIGNMENTS:

- A. Evaluate and critique all of the poetry or prose submissions and post critiques in the discussion board.
- B. Draft an acceptance letter to the contributors.
- C. Copy edit and enter text into the anthology layout software.

VIII. EVALUATION:

Methods/Frequency

- A. Group Projects
daily, on-going group work
- B. Class Participation
daily
- C. Class Work
daily
- D. Home Work
daily
- E. Lab Activities
specific commitments throughout semester, varying from week to week depending on stage of anthology development
- F. Final Public Performance
awards and publication ceremony at end of semester as a culminating activity
- G. Other
 - 1. Participation and interaction during weekly meetings
 - 2. Reading, selecting, and editing the work submitted to the anthology - daily activities throughout the semester
 - 3. Production of the anthology layout - daily activities throughout the semester
 - 4. Public relations to gather submissions and publicize the anthology - daily activities throughout the semester
 - 5. Participation at Publication and Awards Ceremony

IX. TYPICAL TEXTS:

- 1. Las Positas College Anthology Staff. *Literary Anthology*. 2017 ed., Las Positas College, 2017.
- 2. Sumner, David. *Feature and Magazine Writing: Guide for Students*. 3rd ed., Wiley-Blackwell, 2013.
- 3. Associated Press. *Associated Press Stylebook and Briefing On Media Law*. 2017 ed., Basic Books, 2017.
- 4. All poetry and prose submissions.

X. OTHER MATERIALS REQUIRED OF STUDENTS: