

Las Positas College
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Course Outline for MSCM 19B

JOURNAL OF ARTS, LITERATURE, AND ACADEMIC WRITING B

Effective: Spring 2019

I. CATALOG DESCRIPTION:

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

Creation of a literary-style student magazine. Practical intermediate-level training in the managing, editing, formatting, and printing of a literary supplement and/or magazine with a focus on the production process, including copy editing, design, layout, proofreading, working with the printer, and digital and print distribution. Enrollment constitutes the staff of the magazine. A student who has completed ENG 19B cannot enroll in MSCM 19B

2.00 Units Lecture 1.00 Units Lab

Prerequisite

MSCM 19A - Journal of Arts, Literature, and Academic Writing A
with a minimum grade of C
or

ENG 19A - Journal of Arts, Literature, and Academic Writing A
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Mass Communications or
- English

	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. MSCM19A

1. Create a process and timeline for the production of a literary anthology
2. Create submission guidelines, solicit submissions, and assess submissions for publication
3. Edit and format anthology content and layout
4. Organize an awards ceremony for contributors and contest winners

B. ENG19A

1. Create a process and timeline for the production of a literary anthology
2. Create submission guidelines, solicit submissions, and assess submissions for publication
3. Edit and format anthology content and layout
4. Organize an awards ceremony for contributors and contest winners

IV. MEASURABLE OBJECTIVES:

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

- A. Demonstrate leadership and mentor other staff members to create a process and timeline for the production of a literary anthology
- B. Demonstrate leadership and mentor other staff members to create submission guidelines, solicit submissions, and assess submissions for publication
- C. Demonstrate leadership and mentor other staff member in the production process
 1. Use appropriate style guide and editing standards to copy edit and proofread the publication
 2. Use appropriate visual editing techniques with artwork and images
 3. Create and implement a design for the book using the appropriate software with special attention to typography, page design, and industry standards

4. Collaborate with staff and with the printer to ensure publication within time and budget constraints
- D. Create a plan to promote the anthology before and after publication
 1. Demonstrate leadership in finding sponsors
 2. Organize an awards ceremony for contributors and contest winners
 3. Distribute the anthology in print and in digital formats

V. CONTENT:

- A. Provide leadership in designing a literary magazine:
 1. structuring a timeline;
 2. creating a theme;
 3. selecting a format;
 4. delegating duties and assigning roles for staff members.
- B. Provide leadership in assess manuscripts and visual submissions for publication:
 1. develop criteria and a rubric for assessment;
 2. read and score manuscripts;
 3. review and evaluate visual submissions;
 4. discuss and complete group decisions.
- C. Perform intermediate-level editing, proofreading, and layout procedures:
 1. verify all accepted manuscripts in digital format;
 2. verify all accepted visual submissions in digital format;
 3. create layout design, typography, pagination of manuscripts, and artwork;
 4. enter manuscript and artwork into layout software and participate in digital layout and graphic design;
 5. copy edit and then proofread the manuscript before final printing.
- D. Work with printer to ensure the manuscript is published within time and cost constraints.
- E. Work to promote the publication before and after production.
- F. Provide leadership in organizing and running a 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.
- G. Assist with distribution of digital and print anthology.

VI. METHODS OF INSTRUCTION:

- A. Group collaborative learning
- B. Activity participation
- C. **Discussion** -
- D. Provide leadership and mentoring in necessary activities such as copy editing and proofreading
- E. **Critique** - Critiques of issues for strengths and weaknesses
- F. Group critique sessions and analysis of publications

VII. TYPICAL ASSIGNMENTS:

- A. Provide leadership in weighing the relative merits of each of a collection of submitted poems.
- B. Draft a rejection letter to a submitter whose work was not chosen for publication.
- C. Create a design for the new publication.

VIII. EVALUATION:

Methods/Frequency

- A. Oral Presentation
Once per semester
- B. Group Projects
Weekly
- C. Class Work
Weekly
- D. Home Work
Weekly
- E. Final Public Performance
Once per semester

IX. TYPICAL TEXTS:

1. Associated Press. *Associated Press Stylebook and Briefing on Media Law*. 53rd ed., Basic Books, 2018.
2. Seller, Heather *Practice of Creative Writing: Guide for Students*. 2nd ed., St. Martins, 2012.
3. Literary Anthology Staff. *Beyond the Window*. 2017 ed., Literary Anthology Staff, 2017.
4. University of San Francisco Students. *Writing for a Real World*. 15th ed., The Department of Rhetoric and Language, 2017.

X. OTHER MATERIALS REQUIRED OF STUDENTS: