

NDSU: Communication Department

COMM 450: Special Topics: Magazine Design, Editing and Production (3 credits)

Fall Term 2011: Tuesdays & Thursdays 9:30-10:45 a.m., IACC 150 D

Professors: Elizabeth Crisp Crawford, Ph.D. & Ross Collins, Ph.D.

Office hours: Dr. Collins, 9:30-11:00 a.m. Mondays and Wednesdays.

Dr. Crawford, 11:30-1:00 p.m. Tuesdays and Thursdays.

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General Course Information

NDSU Official Course Description:

This course will teach students various aspects of magazine production, including editorial content, staff organization, design, layout and printing technology. Students will learn about various kinds of magazines, including general, specialized, trade and company publications.

Prereq: COMM 477 *or* COMM 313 & 362 *or* consent of instructors.

Required Texts:

1. *The Magazine from Cover to Cover*, Sammye Johnson & Patricia Prijatel (available at the NDSU bookstore)
2. *The AP Stylebook*, 2011 edition (available online at <https://www.apstylebook.com/apbookstore/invoice.php?pid=978-0-917360-55-8>).
3. *Magazine Publishers of America 2010-2011 Factbook* (PDF available on Blackboard)
4. Two magazines (bring to every class)

The Challenge:

The goal of this course is to produce an aesthetically pleasing magazine that will showcase students' talents in editing, writing, layout, and design. The final product will be published either as a professionally printed document or a PDF. In addition, you will learn the technology and terminology of printers. The class will be broken down into teams that will focus on writing and editing, design, photography, and layout, and content and strategy. Students will create individual feature content. Editorial content also will be created collectively as a class. A magazine of professional quality is an excellent portfolio piece and could be considered for awards such as SPJ's Mark of Excellence Award.

Course Objectives:

- Understanding the editorial philosophy and formula used to develop successful publications.
- Learning to work with printers by studying terminology and technology of printing .

- Improving writing, editing, headline writing, caption writing and layout/design skills as they apply to magazine journalism.
- Developing a professional publication that serves the bio-fuels industry.

Course Policies

Office Hours:

We have scheduled office hours and we also meet with students by appointment. However, it would be wise for students to email us before they stop by our office. We often schedule appointments with students and research groups during our office hours. And, due to our open office space in Ehly 202, we might need to leave our space for these meetings. If students do not let us know that they are coming to see us, students might not find us when they stop by. So, please email us beforehand so that we can be sure to be in our space.

Participation, Team Evaluations, Quizzes, Attendance and Other Policies:

Students are required to attend and be prepared for class. If students let their classmates down by skipping class or scheduled meetings, they will hurt the entire class and the magazine project. Student participation is extremely important. We need students to give this class their best efforts. Therefore, a portion of students' grades will be determined by their individual attendance record. Please silence cellular phones during class and refrain from other behaviors that might diminish the working environment, including texting, Facebook or other social media, and surfing the web.

Academic Honesty:

All work in this course must be completed in a manner consistent with NDSU University Senate Policy, Section 335: Code of Academic Responsibility and Conduct (<http://www.ndsu.nodak.edu/policy/335.htm>).

Students with Disabilities:

Students with disabilities or other special needs who require special accommodations in this course are invited to share these concerns or requests with the instructors as soon as possible.

Description of Grading:

Students' grades will be compiled from a combination of exam grades (midterm and final), completion of daily responsibilities (assignments, quizzes, classmate evaluations, participation and attendance), team responsibilities (individual and team contribution to magazine), and individual feature spreads.

NDSU Grading Scale:

A 90-100% D 60-69.9%
B 80-89.9% F 59.9% and below
C 70 – 79.9%

Tentative Points Required for Grades:

A = > 360 points D = 240 to < 280 points
B = 320 to < 360 F = < 240
C = 280 to < 320

Tentative Breakdown of Grades:

Team Contribution to Magazine: 50 points.
Individual Contribution to Magazine: 50 points.
Assignments and Quizzes: 50 points.
Evaluation from classmates, Participation, Attendance: 50 points.
Feature Spread: 100 points.
Midterm Exam: 50 points.
Final Exam: 50 points.
Total: 400 points.

Explanation of Assignments and Responsibilities**The Magazine Project:**

As part of this class, students will create a magazine related to bio-fuels. The goal is to get the magazine printed so that students will have a high-quality print piece for their portfolios. However, the piece will only be printed if it is of sufficient quality.

Individual and Team Responsibilities:

Students will be assigned to teams based on their individual skills.. Teams will manage the strategic elements of the magazine, editorial and writing, and the layout and design. Students will be evaluated according to their individual contributions to the team's efforts, their team members' assessment of their contributions, and the instructors' evaluation of their contributions.

Feature Spreads:

Students will be assigned a grade for their feature spread. Students will be responsible for the written, visual, and research elements of their features. Spreads will be given position in the magazine according to their quality and content.

Exams:

This class will include two exams, a midterm and a final, which will constitute 25% of the students' final grades.

Daily Responsibilities:

To be successful in this class, students will be expected to keep up with assignments, be prepared for quizzes (scheduled or unscheduled) on assigned readings, and complete fair and accurate evaluations of their team members. Students are also expected to attend and participate in the class. Execution of these daily responsibilities will constitute the remaining 25% of students' grades.

Late Assignments and Missed Exams and Quizzes:

Student assignments will be penalized 20% for each day that they are late. Any assignment turned in after class will be considered one day late. Assignments may be turned in early if arrangements have been made in advance. Quizzes and exams should be taken on the days that they are assigned. Exceptions will only be made at the discretion of the instructors and with proper documentation.

Tentative Course Outline

NOTE: We will adhere as closely as possible to the outline listed below. However, there are situations which sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we will review the status of the outline and schedule. Therefore, this schedule is subject to change.

Date, Subject Readings, and Assignments

Week One: 8/23 (T) & 8/25 (TH)

Introduction to Magazines/Jobs in Magazines

Reading:

Chapter 7: Magazine Staff and Organization

Watch "The September Issue"

Due 8/25: Students turn a one-page paper on career goals/special skills/job preference and a résumé and/or portfolio

Week Two: 8/31 (T) & 9/1 (TH)

Readings:

Chapter One: "The Magazine as a Storehouse: The Scope of the Medium"

Read sample materials posted on Blackboard.

Additional Lecture Topic:

Course Planning/Team Assignments/Preliminary Feature Assignments

Finish Watching "The September Issue"

Due 9/1: Submit first draft of feature proposals and lists of secondary references and potential primary sources for interviews.

Week Three: 9/6 (T) & 9/8 (TH)

Readings:

"The Enduring Medium: MPA Factbook"

Chapter Two: The Magazine as a Marketplace: The Role of Advertising

Due 9/8: Present a sample spread from corporate magazine or consumer magazine to the class. Turn in the report and a present a summary (5 minutes) of what you learned from reviewing the publication.

QUIZ 1: Chapters 7, 1 & 2, and "The September Issue"

Week Four: 9/13 (T) & 9/15 (TH)

Readings:

Chapters 3 & 4: The Magazine as a Historical Document: Trends Over Time & The

Magazine as a Social Barometer: Political and Cultural Interaction

Additional Lecture Topic:

Research and Interviewing Techniques

Due 9/15: Individual feature proposals due. Must include formal list of secondary references and a schedule for contacting/interviewing primary sources.

Week Five: 9/20 (T) & 9/22 (TH)

Reading:

Chapter 5: Conceptualizing the Magazine: Formulas for Success

Additional Lecture Topic:

Strategic plan for our magazine

Due 9/22: Team reports on strategic goals for design, content, and potential audience and partners QUIZ 2: Chapters 3 & 4 and *The MPA Factbook*

Week Six: 9/27 (T) & 9/29 (TH)

Reading:

Chapter 8: Molding the magazine's content: Editorial Style

Additional Lecture Topic:

Writing and Editing

Due 9/29: First Draft of Feature Spread Content

Week Seven: 10/4 (T) & 10/6 (TH)

Reading:

Chapter 6: Magazine Business Plans: Determining the bottom line

Additional Lecture Topic:

More Writing and Editing, continued

Due 10/6: First Draft of Magazine Outline Due – Common Content and Research Plan

Week Eight: 10/11 (T) & 10/13 (TH)

Reading:

Chapter 9: Creating the Magazine's Look: Designs for Readability

Additional Lecture Topic:

Layout and Design/InDesign

DUE 10/13: Second Draft of Feature Spread Content

QUIZ 3: Chapters 5, 6, & 8

Week Nine: 10/18 (T) & 10/20 (TH)

Lecture Topic:

Grids and Typography/ Exam Review

10/20: MIDTERM EXAM (Chapters 1, 2, 3, 4, 5, 6, 7 & 8 "The September Issue," "MPA Factbook," and Lecture)

Week Ten: 10/25(T) & 10/27 (TH)

Lecture Topic:

Feature Photography, Stock Photography & Photoshop
Due 10/27: Newsletter Assignment/ Research Status Report

Week Eleven: 11/1 (T) & 11/3 (TH)

Reading:

Chapter 10: Manufacturing the Magazine: The Production Process

Additional Lecture Topic:

More InDesign

Due 11/3: Draft of Completed Individual Spread. All research must be completed.

Week Twelve: 11/8 (T) & 11/10 (TH)

Reading:

Chapter 11: Magazine Legalities: Understanding the Law

DUE 11/10: Common research content must be completed

Week Thirteen: 11/15 (T) & 11/17 (TH)

Reading:

Chapter 12: Moral Frameworks: Codes of Ethics

DUE 11/17: Draft of completed common content due (content, photography, and layout)

QUIZ 4: Lecture, Chapters 9, 10, & 11.

Week Fourteen: 11/22 (T)

Common and Individual Content - Final Editing

WORK DAY

Week Fifteen: 11/29 (T) & 12/1 (TH)

Final Editing

FINAL DRAFT OF MAGAZINE DUE 12/1

Week Sixteen – Dead Week: 12/6 (T) & 12/8 (TH)

Printing Magazine/Presentation

Final Exam (Chapters 9-12)

The end – Enjoy the winter break.