

Seminar:
Writing and Magazine Production I

Michael Bettridge

Credit : 2 | Semester : Spring | Year : 3~4
Day/Period : Mon 4th

[Subject]

Writing, magazine design and production.

[Goal]

The goal is twofold: (1) to produce complete and potentially publishable pieces of writing; (2) to design and produce a magazine of students' work.

[Course Description]

The course guides the students through specific model examples and exercises for magazine production. The students then produce original works, which subsequently are student edited for inclusion in the seminar magazine.

[Schedule]

No.	Theme	Contents
1	Course requirements	Overview of this term's writing goals and responsibilities.
2	Magazines Styles	Examining a range of magazines for style and design. Identifying the demographic or target market of a magazine
3	Developing a magazine concept	Group work on concept and design of a magazine front cover for a target readership
4	Developing a magazine concept	Group work on concept and design of a magazine front cover
5	Developing a magazine concept	Group work on concept and design of a magazine front cover. Group presentation; class evaluation.
6	Division of labor	Magazine departments, editors. Suggestions and discussion for developing article/story ideas.
7	Article/story ideas	Discuss story ideas and how to develop a focus.
8	Article/story ideas	In-class presentation of first draft of article or story. Class critique.
9	Article/story ideas	In-class presentation of final draft of article or story. Class critique.
10	Ads and advertising	Presenting advertising objectives: getting attention; creating interest and credibility; creating desire; moving readers to action
11	Ads and advertising	Print advertisement analysis exercises and worksheet: visuals, captions, headlines, target audience
12	Ads and advertising	Design and presentation of an original ad with catch phrase
13	Feature articles	First draft of the article. Proofreading.
14	Feature articles	Second draft of the article. Proofreading.
15	Feature articles	Submission of final draft for proofreading.

[Work to be done outside class (preparation etc.)]

Students must do required writing, research and reading for each class.

[Textbooks]

No textbook. Handouts, instruction and reading materials will be provided by the instructor.

[References]

Stilman, Anne. *Grammatically Correct: The Essential Guide to Spelling, Style, Usage, Grammar, and Punctuation*. Writers Digest Books, 2010.

[Grading Criteria]

Evaluation will be based on class participation (50%) and written work (50%).

[Changes following previous student comments]

More deliberate pacing.

[Other]

Enrollment is limited to GIS 3rd and 4th year students.

[Prerequisite]

None.

管理 ID : 1253971
授業コード : A6407