

LAST REVIEW: Academic Year 2009-2010 NEXT REVIEW: Academic Year 2014-2015 STATUS: A

COURSE TITLE: Magazine Production

COMMON COURSE NUMBER: JOU1207L

CREDIT HOURS: 3.0

CONTACT HOUR BREAKDOWN
(per 16 week term)

CLOCK HOURS:
(Voc. Course ONLY)

Lecture: 16.00 Lab: 32.00

Clinic: Other:

CONTACT HOURS/WEEK: 3.0

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION:

Course provides instruction and practical experience in the philosophical and technical aspects of magazine production, including printing processes, copy setting, picture editing, graphic design, and camera-ready layout techniques.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES:

1. Magazine of the Past: a Historical Perspective
2. The Wide Range of Today's Magazine
3. Diverse Formats and the Desktop Revolution
4. Publication schedules, circulation, and budgets
5. Editorial and Production Staff
6. Principles of Copy Selection
7. Typography
8. Graphics: Art, Illustration and Photography
9. Design Principles, Formats and Layout Formulae
10. Typesetting Graphics and Page-making with Desktop Publishing Equipment
11. Special Processes
12. Paper
13. Printing
14. Overview: "Putting it All Together"
15. Careers and Professional Considerations

EVALUATION:

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

**** Complete the following only if course is seeking general education status ****

GENERAL EDUCATION Competencies and Skills *:

Please highlight in green font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	All units.
2. Speak and listen effectively	All units.
3. Write clearly and coherently	All units.
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	All units.
5. Demonstrate and apply literacy in its various forms: <i>(highlight in green ALL that apply)</i> (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental)	Informational: All units. Cultural: All units. Historical: All units.
6. Apply problem solving techniques to real-world experiences	X
7. Apply methods of scientific inquiry	X
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	X
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	All units.
10. Collaborate with others to achieve common goals.	All units.
11. Research, synthesize and produce original work	X
12. Practice ethical behavior	All units.
13. Demonstrate self-direction and self motivation	All units.
14. Assume responsibility for and understand the impact of personal behaviors on self and society	All units.
15. Contribute to the welfare of the community	X

** General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*

I. Course Overview:

Upon successful completion of this course, the students should be able to have a basic knowledge of magazine publication and production theory and demonstrate basic proficiency in a wide range of production skills. Participation in the production of the school's student magazine is strongly encouraged.

II. Units:

Unit 1. Magazine of the Past: a Historical Perspective

General Outcome:

- 1.0 The students should be able to understand nature, purpose, and role of magazines and their changing design and production methods.

Specific Measurable Learning Outcomes:

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

- 1.1 Describe main stages in the history of magazines.
- 1.2 Briefly describe famous magazines of the past.
- 1.3 Briefly describe some production methods and design features of magazines of the past.

Unit 2. The Wide Range of Today's Magazines

General Outcome:

- 2.0 The students should be able to relate a historical perspective and analysis of the diverse magazines of today.

Specific Measurable Learning Outcomes:

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

- 2.1 Distinguish various current magazine types, e.g. weekly news, consumer, business, association, special interest, newspaper insert, and humanities and general college magazines.
- 2.2 Relate the purpose of today's magazines to their readership.

Unit 3. Diverse Formats and the Desk-top Revolution

General Outcome:

- 3.0 The students should be able to categorize the different styles and formats of magazines currently available, and know how today's design trends and the revolutionary computerized typesetting and desk-top technologies are combined to transform production methods and formats.

Specific Measurable Learning Outcomes:

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

- 3.1 Analyze the different types and formats of magazines currently available.
- 3.2 Describe recent trends in modular design and features packaging that have been developed in response to readership surveys and studies of the public's reading habits in what is increasingly an electronic, visual environment.
- 3.3 Describe the capacity of desk-top publishing technologies to create complex and multi-page designs including multi-column text, text/graphics merging, display typography manipulation, and overlays.
- 3.4 Assess the enormous impact this will have on the publishing industry.

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Unit 4. Publication Schedules, Circulation, and Budgets

General Outcome:

- 4.0 The students should be able to explain the nature and importance of publication frequency, circulation, readership, and budgeting, advertising and sales revenue.

Specific Measurable Learning Outcomes:

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

- 4.1 Detail some of the implications of frequency of publication.
- 4.2 Describe various aspects of circulation, distribution, and their effects on readership and the impact of a magazine upon the community it hopes to reach.
- 4.3 Discuss readership, readership surveys, and the problem of how a magazine can build and increase readership while maintaining its standards.
- 4.4 Explain how magazines are financed through sponsorship, sales and advertising revenue, subscription, and grants.
- 4.5 Explain the need for editorial freedom from funding organization, e.g. BC's clear statement of this in its publications policy document.

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Unit 5. Editorial and Production Staff

General Outcome:

- 5.0 The students should be able to demonstrate an understanding of the organization of a magazine's editorial, design, and production staff, with its different levels of authority and responsibility, and its relationship to the publisher.

Specific Measurable Learning Outcomes:

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

- 5.1 List and describe the responsibilities and authority levels of the typical editorial, design and production staff of a typical magazine, and their relationship to the publisher.
- 5.2 Delineate areas of possible conflict between them.
- 5.3 Participate in actual or simulated magazine budget meetings and analyze how group dynamics and leadership can be successful in preventing conflict.
- 5.4 Demonstrate a basic understanding of the complexity of the editing process-the selection of suitable and quality copy and the need to be alert to possible libel, breach of copyright, bad taste, and ethnic or other slurs.
- 5.5 Proofread and correct errors, and spot typographical, design and other mistakes.

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Unit 6. Principles of Copy Selection

General Outcome:

- 6.0 The students should be able to detail the relationship of the production staff to the editorial staff and recognize the criteria editors use in the selection of print and graphic copy, editing and proofreading, and in deciding matters relating to copyright, libel, censorship and obscenity.

Specific Measurable Learning Outcomes:

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

- 6.1 List and describe the responsibilities and authority levels of the typical magazine editorial, design and production staff, and its relationship to the publisher.
- 6.2 Delineate areas of possible conflict between them.
- 6.3 Participate in actual or simulated magazine budget meetings and analyze how leadership styles and group dynamics can be successful in preventing conflict.
- 6.4 Demonstrate a basic understanding of the complexity of the editorial process—the development of criteria for the selection of copy, methods of group selection of copy, the need to be alert to possible libel, breach of copyright, obscenity, and ethnic or other slurs.
- 6.5 Proofread and help correct errors in design, layout and details such as omitted cut lines, credit or page numbers.

Unit 7. Typography

General Outcome:

7.0 The students should be able to identify the basic characteristics of text and display type styles and how they are described, used and sized.

Specific Measurable Learning Outcomes:

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

- 7.1 Differentiate between hot and cold type.
- 7.2 Differentiate between text and display type.
- 7.3 Identify leading typefaces, and explain their effects and uses. Choose from typefaces available to Student publications at BC, what is suitable for a particular purpose.
- 7.4 Identify type point sizes and estimate widths of titles and heads.
- 7.5 Input suitable parameters and format when using Varitype and IBM Desk-top publishing equipment.

Common Course Number: JOU1207L

Unit 8. Graphics: Art, Illustration and Photography

General Outcome:

8.0 The students should be able to evaluate and select appropriate and quality art, illustration and photography, and how they can be used to enhance a magazine.

Specific Measurable Learning Outcomes:

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

- 8.1 Recognize the quality and appropriateness of art, graphic art, illustrations and photographs.
- 8.2 Define line art and use it effectively to create attractive layouts.
- 8.3 Define halftone art and use it effectively in layouts.
- 8.4 Crop and reduce or enlarge art and photographs with proportion wheel.
- 8.5 Shoot and develop a roll of black and white 35mm film and print at least one well-composed and sharp photograph, observing customary safety and other procedure in the darkroom.

Common Course Number: JOU1207L

Unit 9. Design Principles, Formats and Layout Formulas

General Outcome:

- 9.0 The students should be able to demonstrate their competence in analyzing magazine formats (including covers) and typographical and graphic page designs. They should also demonstrate competence in creating their own thumb-nail sketches, dummies and camera-ready mechanicals.

Specific Measurable Learning Outcomes:

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

- 9.1 Demonstrate basic proficiency with the tools of paste-up Xacto knives, pica poles, proportion wheels, folio tape, light table, waxer, paper trimmer, rollers, etc.
- 9.2 Demonstrate understanding of the basic technical terminology of paste-up and design.
- 9.3 Define, identify, and apply the Five Principles of Design: Balance, Proportion, Sequence, and Unity, contrast (Nelson).
- 9.4 Design pages with standard and creative use of type, art, bleeds, and white space, first developing thumb-nails and dummies.
- 9.5 Create paste-ups/mechanicals using over lays/acetates on layout grids, with attention to type, text, headings, bylines, page numbers and folio lines, and placement, labeling, and denotation of visuals, and including necessary registration marks and instructions for printers.
- 9.6 Explain in the main components in a basic printer's specifications.

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Unit 10. Typesetting, Graphics and Page-making with Desktop Publishing Equipment

General Outcome:

10.0 The students should be able to input and format text and graphics on desktop publishing equipment with minimal help from a trained operator.

Specific Measurable Learning Outcomes:

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

- 10.1 With minimal direction from a competent operator, boot up the Varsity per and/or IBM PS2 desktop publishing equipment and input copy to desired parameters and format.
- 10.2 Describe and/or demonstrate some of the page design and graphic capabilities of desk top publishing.

Common Course Number: JOU1207L

Unit 11. Special Processes

General Outcome:

- 11.0 The students should be able to demonstrate a basic understanding of some of the usually contracted-out processes in the preparation of halftones, duotones, color separation, die-cuts, collating, trimming and binding.

Specific Measurable Learning Outcomes:

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

- 11.1 Describe the basic processes of collating, folding, perfect and saddle-stitch binding and trimming.
- 11.2 Describe the basic process of die-cutting.
- 11.3 Describe the fundamentals of halftone and duo-tone screen processes, tints, and reversals.
- 11.4 Describe the fundamentals of color separations.
- 11.5 Use tone and color charts.

Common Course Number: JOU1207L

Unit 12. Paper

General Outcome:

- 12.0 The students should be able to categorize the main kinds, qualities, weights and sizes of text and cover paper.

Specific Measurable Learning Outcomes:

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

- 12.1 Describe the basic paper making processes and types.
- 12.2 Choose text and cover paper of appropriate weight, size, printing characteristics, color, “feel,” and cost from suppliers’ catalogues.

Common Course Number: JOU1207L

Unit 13. Printing

General Outcome:

13.0 The students should be able to describe the main printing processes.

Specific Measurable Learning Outcomes:

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

13.1 Describe the main printing methods.

13.2 Assist a proficient operator of the small A.B. Dick off-set printing press.

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Unit 14. Overview: “Putting It All Together”

General Outcome:

14.0 The students should be able to demonstrate that they have an overview of the process of producing a published magazine from concept to distribution.

Specific Measurable Learning Outcomes:

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

- 14.1 List the many stages that must be completed in producing a magazine.
- 14.2 Construct a time-line or production schedule.
- 14.3 Demonstrate a professional attitude to deadlines in their classroom assignments and, when appropriate, in working on actual publications such as the school’s student magazine or equivalent.

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Unit 15. Careers and Professional Considerations

General Outcome:

- 15.0 The students should be able to describe the range of career opportunities in the magazine field and decide at this stage where their interests lie.

Specific Measurable Learning Outcomes:

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

- 15.1 Describe the different career opportunities in the field of magazine publication and production.
- 15.2 Know how to prepare a portfolio.
- 15.3 Know or be equipped to find out what journalism and magazine programs are offered in upper division universities in Florida and elsewhere.

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Special Student Projects:

Students are encouraged to choose at least one of the following special projects. They may do this for extra credit or they may wish to devote more time and concentrate on one for a practicum.

- A. Become an active member of the editorial or production staff of the school's student magazine or an equivalent publication.
- B. Assemble portfolio of own black/white photographs developed and printed in the darkroom.
- C. Become a competent compositor on the Varsity per or IBM desk top publishing equipment.
- D. Become a competent operator of the small printing press at South.
- E. Produce publishable art, illustrations, or photographs.
- F. Write publishable fiction, non-fiction, or poetry.
- G. Raise advertising for the school's student magazine or an equivalent publication.