



# BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: Academic Year 2009-2010 NEXT REVIEW: Academic Year 20014-2015 STATUS:A

COURSE TITLE: Magazine Practicum I

COMMON COURSE NUMBER: JOU1440L

CREDIT HOURS: 1.0

## CONTACT HOUR BREAKDOWN

*(per 16 week term)*

CLOCK HOURS:

*(Voc. Course ONLY)*

Lecture:

Lab: 32.00

Clinic:

Other:

CONTACT HOURS/WEEK: 2.0

PREREQUISITE(S): One of the following: ART1201C or CRW1200 or JOU1207L or JOU2203 or PGY2610 or Instructor's Approval

COREQUISITE(S): None

PRE/COREQUISITE(S):

## COURSE DESCRIPTION:

Practical application of magazine production, magazine writing, and/or magazine editing principles through work with college magazine media or internship with community media under academic supervision.

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. Editing
2. Business Management
3. Advertising
4. Art Direction
5. Page Design/Layout
6. Features Writing
7. Creative Writing
8. Art and Illustration
9. Photography
10. Composition/Inputting, Typesetting/Desktop Publishing
11. Copy Editing and Proofing
12. Technical Preparation of Mechanicals, Camera-Read Art and Text
13. Printing
14. Distribution, Circulation and Readership
15. Developing Procedures, Maintaining Equipment and Facilities, and Helping to Train Other Students in the Use of the Darkroom and Desktop Publishing Equipment

## EVALUATION:

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

Common Course Number: JOU1440L

I. Course Overview:

Upon successful completion of this course, students should be able to demonstrate the ability to produce magazine-format material, ranging from generating and soliciting material to overseeing the financial aspects of printing.

II. Units:

Unit 1.Editing

General Outcome:

1.0 The students should be able to edit materials and prepare them for publication.

Specific Measurable Learning Outcomes:

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

1.1 Edit magazine articles and other materials.

1.2 Prepare edited materials for publication.

Common Course Number: JOU1440L

Unit 2. Business Management

General Outcome:

- 2.0 The students should be able to understand the business decisions that enter the production of a magazine and to participate in these decisions.

Specific Measurable Learning Outcomes:

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

- 2.1 Discuss the financial and business aspects of newspaper production.
- 2.2 Relate business decisions to successful magazine production.

Common Course Number: JOU1440L

Unit 3. Advertising

General Outcome:

- 3.0 The students should be able to solicit advertising for a magazine and arrange such advertising within the magazine.

Specific Measurable Learning Outcomes:

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

- 3.1 Plan advertising within the format of publication.
- 3.2 Solicit appropriate advertising.

Common Course Number: JOU1440L

Unit 4. Art Direction

General Outcome:

4.0 The students should be able to describe the appropriate art for a magazine and participate in the selection and development of this art.

Specific Measurable Learning Outcomes:

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

- 4.1 Discuss art relevant to a specific publication.
- 4.2 Aid in selection and organization of artwork.

Common Course Number: JOU1440L

Unit 5. Page Design/Layout

General Outcome:

- 5.0 The students should be able to design pages in a magazine and participate in the layout of such pages.

Specific Measurable Learning Outcomes:

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

- 5.1 Describe ways in which pages are designed.
- 5.2 Participate in the layout of pages in a periodical.

Common Course Number: JOU1440L

Unit 6. Features Writing

General Outcome:

- 6.0 The students should be able to discuss the nature of feature articles and write features for a periodical.

Specific Measurable Learning Outcomes:

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

- 6.1 Understand the nature of feature articles used in a periodical.
- 6.2 Write feature articles for publication in a periodical.

Common Course Number: JOU1440L

Unit 7. Creative Writing

General Outcome:

7.0 The students should be able to write creative materials for use in a periodical.

Specific Measurable Learning Outcomes:

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

7.1 Describe the differences between feature and creative writing.

7.2 Write creative articles for use in a periodical.

Common Course Number: JOU1440L

Unit 8. Art and Illustration

General Outcome:

- 8.0 The students should be able to understand the use of art and illustration in a periodical and select artwork and illustrations for use.

Specific Measurable Learning Outcomes:

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

- 8.1 Discuss the uses of artwork and illustrations in a periodical.
- 8.2 Assist in the selection of appropriate artwork and illustrations for a periodical.

Common Course Number: JOU1440L

Unit 9. Photography

General Outcome:

- 9.0 The students should be able to identify photography appropriate to a periodical and be able to discuss the contributions of photography in periodicals.

Specific Measurable Learning Outcomes:

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

- 9.1 Describe the contributions of photography in periodicals.
- 9.2 Assist in the selection of specific photographs for use in a periodical.

Common Course Number: JOU1440L

Unit 10. Composition/Inputting, Typesetting/Desktop Publishing

General Outcome:

- 10.0 The students should be able to input materials for printing using a typesetter or desktop publisher equipment.

Specific Measurable Learning Outcomes:

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

- 10.1 Input material for printing in a periodical.
- 10.2 Use the typesetter or desktop publishing equipment.

Common Course Number: JOU1440L

Unit 11. Copy Editing and Proofing

General Outcome:

11.0 The students should be able to edit and proof print materials to be used in a periodical.

Specific Measurable Learning Outcomes:

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

- 11.1 Use specific editing strategies.
- 11.2 Use proofreading methods and symbols.
- 11.3 Proofread copy for structural and contextual errors.
- 11.4 Edit copy for length and content.

Common Course Number: JOU1440L

Unit 12. Technical Preparation of Mechanicals, Camera-Ready Art and Text

General Outcome:

- 12.0 The students should be able to prepare mechanicals, and develop camera-ready art and text, and make plates for material to be used in a periodical.

Specific Measurable Learning Outcomes:

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

- 12.1 Prepare mechanicals.
- 12.2 Develop camera-ready art and text.

Common Course Number: JOU1440L

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 processes.
- 13.2 Assist in use of printing press when available.

Common Course Number: JOU1440L

Unit 14. Distribution, Circulation and Readership

General Outcome:

- 14.0 The students should be able to describe the distribution of a periodical, and ways in which the circulation is stimulated and increased.

Specific Measurable Learning Outcomes:

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

- 14.1 Discuss ways in which a periodical is distributed.
- 14.2 Describe methods for increasing the readership of a periodical.

Common Course Number: JOU1440L

Unit 15. Developing Procedures, Maintaining Equipment and Facilities, and Helping to Train Other Students in the Use of the Darkroom and Desktop Publishing Equipment

General Outcome:

15.0 The students should be able to develop photography, assist in maintaining the equipment in the periodical's work facility, and help train other students in use of darkroom, desktop printer or printing press.

Specific Measurable Learning Outcomes:

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

- 15.1 Develop pictures.
- 15.2 Assist in maintaining equipment.
- 15.3 Help to train other students in the use of the darkroom, desktop printer or printing press.