

I. Course Overview:

Upon successful completion of this course, students should be able to demonstrate a variety of skills necessary to produce a periodical, and refine pre-existing skills. The student should have developed a practicum contract with his instructor/supervisor, and successfully fulfilled it.

II. Units:

Unit 1. Editing

General Outcome:

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

Specific Learning Outcomes:

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

1.1 edit magazine articles and other materials.

1.2 prepare edited materials for publication.

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 Learning Outcomes:

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

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

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 Learning Outcomes:

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

3.1 plan advertising within the format of publication.

3.2 solicit appropriate advertising.

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 Learning Outcomes:

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

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

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 Learning Outcomes:

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

5.1 describe ways in which pages are designed.

5.2 participate in the layout of pages in a periodical.

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 Learning Outcomes:

Upon successful completion of this unit, the students 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.

Unit 7. Creative Writing

General Outcome:

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

Specific Learning Outcomes:

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

7.1 describe the differences between feature and creative writing.

7.2 write creative articles for use in a periodical.

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 Learning Outcomes:

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

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

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 Learning Outcomes:

Upon successful completion of this unit, the students 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.

Unit 10. Compositing/inputting in typesetting/desktop publishing

General Outcome:

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

Specific Learning Outcomes:

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

10.1 input material for printing in a periodical.

10.2 use the typesetter or desk-top publisher.

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 Learning Outcomes:

Upon successful completion of this unit, the students 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.

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 Learning Outcomes:

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

12.1 prepare mechanicals.

12.2 develop camera-ready art and text.

Unit 13. Printing

General Outcome:

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

Specific Learning Outcomes:

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

13.1 describe the main printing processes.

13.2 assist in use of printing press when available.

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 Learning Outcomes:

Upon successful completion of this unit, the students 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.

Unit 15. Developing procedures, maintaining equipment and facilities and helping train other students

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 Learning Outcomes:

Upon successful completion of this unit, the students 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 and desktop publishing equipment.