

UW Oshkosh
Magazine Editing & Production
Journalism 61-325 A01
T/TH 10:20 p.m - 12:40 p.m.
Clow 128

Instructor: Dana Baumgart
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REQUIRED TEXTS & MATERIALS

The Magazine from Cover to Cover Sammye Johnson & Patricia Prijatel (either edition)
The Associated Press Stylebook
Three magazines (bring to every class)

ADDITIONAL TEXTS USED IN THE COURSE (Not required to purchase)

Exploring Publication Design (Design Exploration Series) by Poppy Evans
Magazine Editing: How to Develop and Manage a Successful Publication by John Morrish

COURSE DESCRIPTION

Study of general, specialized, trade and company publications; selection and editing of content and technical procedures.

Prerequisite: Journalism 141, 221, 224, 327 and 331 each with a grade of C or better or consent of instructor.

COURSE CONTENT

This upper level course will focus on many areas of the magazine industry including editorial content, staff organization and design elements. By the end of the semester, we will produce an issue of a publication containing advertising and editorial.

COURSE GOALS

- To learn about magazine history, the industry and marketplace, and how magazines fit into the media mix
- To understand the editorial philosophy and formula used to develop successful publications
- To improve writing, editing, headline writing, caption writing and layout/design skills as they apply to magazine journalism
- To leverage your creativity to develop content and publish an edition of a publication

GRADING

Final Magazine Project	40%
Quizzes (3)	30%
Lab exercises	20%
Engagement	10%

Total	100%

GRADING STRUCTURE

93 or above = A	73 - 78 = C
89 - 92 = AB	69 - 72 = CD
83 - 88 = B	63 - 68 = D
79 - 82 = BC	62 or below = F

COURSE MAKEUP

1. Final Magazine Project

Student teams will develop an idea for a new magazine. Our class will be working with Grace Lim's *Feature Writing* class to publish a student magazine. Students enrolled in the *Magazine Editing and Production* course will be responsible for the magazine prototype, editing content and layout and design of the publication. Students enrolled in *Feature Writing* will be responsible for writing content. All students will share responsibilities to generate story ideas and the photography components of the publication.

The project will begin in the second week of the course and be completed the final week of the semester. There will be several discussions and presentations that contribute to your final grade, along with critiquing your classmate's work.

2. Quizzes (3)

The textbook is split into three parts; the enduring medium, the magazine's blueprint, and the magazine's content. After completing the chapters in each part, a quiz will be given during class. Each quiz is worth 10% of your final grade.

3. Lab exercises

Several individual and group exercises will be given during the semester. Examples of lab exercises are using existing magazines to complete worksheets, creating a media kit for our magazine prototype, and developing questions for guest speakers.

4. Engagement

Like any magazine, this course demands intensive teamwork. Attendance and participation are crucial. If you cannot make class, e-mail me at baumgard@uwosh.edu before 8AM on the day of class.

Excessive absences (more than four) will lower your final grade by one full letter. More than eight absences will lower your grade by two full letters. More than 10 absences will lower your final grade to an "F" no matter what grades you receive in any of the assignments. There will be no make-ups to quizzes and projects in this class unless you can provide with written proof of one of the following:

- ❑ An illness serious enough to require a visit to a physician.
- ❑ A death in the family within one week of the scheduled exam.
- ❑ An approved University field trip.

In addition to attendance, the engagement score is a reflection of the instructor's observations of students during class. A student who is attentive, inquisitive, positive and sensitive to the needs of his/her classmates will receive the full credit. A student who is disruptive (including talking during a lecture, answering cell phones or text messaging) will lose 5% of his/her grade.

Incomplete

Due to the nature of the assignments and instructional methodology, it is impossible for you to take out an "incomplete" grade. If you cannot complete the course within the three-week interim for one reason or another, you are strongly advised to see the instructor as soon as the situation arises, and to withdraw from the class.

Academic Honesty

UW Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work ... and for respect of others' academic endeavors" (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined below:

(1) Academic misconduct is an act in which a student:

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or
- (f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

COURSE OUTLINE (61-325)

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.

DATE	SUBJECT	READING ASSIGNMENTS*
2/5 Tues.	Course introduction Magazine Jobs and Responsibilities	
2/7 Thurs.	The Magazine Medium Lab: Developing a prototype I	CH 1 MPA Handbook
2/12 Tues.	The Magazine Marketplace MPA Handbook Lab: Developing a prototype II	CH 2 MPA Handbook
2/14 Thurs.	The Magazine Marketplace MPA Handbook Lab: Presenting a prototype	MPA Handbook
2/19 Tues.	Magazine History and Current Trends Lab: Content generation I	CH 3 MPA Handbook
2/21 Thurs.	Influences on Magazines	CH 4
2/26 Tues.	QUIZ #1 (CH 1-4) Lab: Content generation II	
2/28 Thurs.	Magazine Concepts Lab: Analysis of market, circulation and competitors	CH 5
3/4 Tues.	Magazine Concepts Lab: Market assessment	
3/6 Thurs.	Business Plans Lab: Abbreviated business plan with budget	
3/11 Tues.	Magazine Staff and Organization Lab: Staffing plan	CH 6
3/13 Thurs.	QUIZ #2 (CH 5-7) Guest Speaker: Jeannette ???	CH 7
3/18 Tues.	Magazine Editorial Lab: Editorial policies	CH 8
3/20 Thurs.	Magazine Editorial Lab: Editorial plan	
Week of 3/23-3/30	NO CLASS: SPRING BREAK	
4/1 Tues.	Magazine Editorial Lab: Editing	
4/3 Thurs.	Magazine Editorial Lab: Editing	
4/8 Tues.	Magazine Designs Lab: Design	CH 9
4/10 Thurs.	Magazine Designs Lab: Design	
4/15 Tues.	Magazine Designs Lab: Design	
4/17 Thurs.	Magazine Designs Lab: Design	
4/22 Tues.	Magazine Production Lab: Proofing and Production	CH 10

4/24 Thurs.	Magazine Production Lab: Proofing and Production	
4/29 Tues.	Magazine Legalities Lab: Proofing and Production	CH 11
5/1 Thurs.	The Future of Magazines Lab: Proofing and Production	CH 12
5/6 Tues.	QUIZ #3 (CH 8-12) Lab: Final edits	
5/8 Thurs.	Course Wrap-up Lab: Field trip	
5/13 Tues.	Presentations	
5/15 Thurs.	<i>Reserved if needed</i>	

**Additional case studies and reading will be assigned throughout the course. These handouts will be taken from the additional textbooks mentioned earlier. Your instructor will supply you with a copy.*