

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: CMNS 490	
INSTRUCTOR:	COURSE TITLE: Project Group in Publishing	
OFFICE: LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL: @capilanou.ca		
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework and CMNS 190

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

CALENDAR DESCRIPTION

This course facilitates the production of a prototype magazine intended to showcase the research, writing and editing skills introduced in previous CMNS courses. Working collaboratively, students choose a theme, a target audience and editorial voice for a proposed consumer, trade or contract magazine of their choice, and then plan, write and edit the content.

REQUIRED TEXTS AND/OR RESOURCES

No required text. Recommended: *The Magazine from Cover to Cover*, Johnson, S. & Prijatel, P. Oxford University Press: New York. 2013.

Other materials and readings will be distributed in class, or posted on course Moodle site.

Enrolment in the course Moodle site is automatic.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Use clear and correct English in Canadian Press Style
- Write and edit cover lines, photo captions, photo credits, heads, decks and other display type for use throughout a publication
- Write and edit short informative, entertaining and/or opinion articles intended for front-of-book
- Write and edit a column and/or department article on a specific topic suited to the editorial concept of the publication
- Write and edit a feature story suited to the editorial concept of the publication
- Research and create copyright-free images to accompany articles intended for publication
- Apply fact-checking and research skills to all copy intended for publication to ensure accuracy, balance and fairness
- Use a prepared, 48-page InDesign magazine template to plan and edit articles and accompanying images/graphics to fit
- As a team, decide on a creative, viable magazine concept/issue theme
- Prepare an editorial plan for the team's magazine; assign content to individual student writers
- Work in teams to complete the assigning, writing, editing and production process
- Appoint team members to key publishing roles, including editor, managing editor, marketing director, art director, etc.
- Reference current events from the perspective of magazine writers and editors
- Discuss intercultural issues as they relate to magazine publishing

COURSE CONTENT

Date	Topic	Readings (Pre-class)	In-class or assignments
Week 1	Introductions and review of course outline and instructor expectations; history of magazine publishing in Canada; introduction to magazine design; group work on magazine themes & titles	For next week, please read: <i>The Magazine As Social Barometer</i> , and <i>Writing Short</i> by Michelle Rafter. These readings will be posted on Moodle.	decide on a personality, theme and name for this year's student magazine. Explanation of 20 by 20 Individual Oral Presentation assignment.
Week 2	The magazine as social barometer; understanding the FOB (front of book); brainstorming of FOB ideas; introduction to CP Style; review of Assignment #1, FOB Article.	Tonight, bring an influential magazine to class and be prepared to discuss its positive and/or negative impact on society.	Story development and research begins on Assignment #1 20 by 20 Individual Oral Presentations begin tonight and will continue each week, worth 10%.

Date	Topic	Readings (Pre-class)	In-class or assignments
Week 3	Writing to engage: the magazine feature story; review of Assignment #3, Feature Article. Brainstorming and assigning of ideas. Interview skills.	Guest speaker: TBA. For tonight, please read Frank Sinatra Has A Cold by Gay Talese and Figures in a Mall by Susan Orlean Readings will be posted on Moodle.	Assignment #1 FOB article, worth 15%,
Week 4	Understanding how art that accompanies a story (specifically, photography) helps a magazine define its look and enhances the story itself.	Bring a smartphone, iPhone or digital camera to class tonight.	Return of FOB Articles. Make suggested changes and edits and upload revised FOB stories before next class. Assignment #2, In-Class Photography (partner assignment), worth 10%.
Week 5	Editorial Packaging: bringing more to the story in both words and images. Plus Infographics – how to research and design an infographic to accompany your feature story.	Guest speaker: Stesha Ho	Assignment #4, In-class Infographic exercise, worth 10% Return and review of In-Class Photography partner assignment.
Week 6	TBA		
Week 7	Digital Publishing: the editorial and design challenges and innovations. Is there room for print in a digital world?	Guest speakers: Shannon Emmerson & Janine Verreault. For tonight, please read <i>The Magazine in a Digital World</i> – hard copy handout.	Assignment #3 Feature Article, worth 20%. Return and review of In-Class Infographic group assignment.
Week 8	Pagination: deciding what goes where and why, creating editorial flow, managing space constraints, ad placement, etc. Discussion on why we need ads, and which ads will be appropriate for this issue		Return and review of Feature Articles. Students must make suggested changes and edits and upload revised Feature stories to Moodle this week. Mapping out of issue begins, plus assigning students to find suitable ads for the issue.

Date	Topic	Readings (Pre-class)	In-class or assignments
Week 9	Group and individual meetings to discuss status of text and images for the upcoming issue. Editorial decisions on final line-up of stories.	Reading TBA.	Roles will be assigned tonight to the class, including Editor, Assistant Art Director, Online Editor, Photo Researcher, Factchecker, Copy Editor, etc. Approval of mapout and look of the magazine. Examples of redesign for discussion.
Week 10	Display Writing: how to craft smart, elegant cover lines, decks and headlines. Discussion of Assignment #7, Magazine Concept and SWOT analysis	For tonight, please read: Conceptualizing the Magazine	In-class writing of headlines and decks for feature stories and front of book, as needed.
Week 11	Photo research, and preparing photo files for pre-press. Discussion of Assignment #6, Final Photo, worth 10%.		In-class exercises using Adobe Photoshop for photo file management. Group problem-solving for any difficult images
Week 12	THE COVER. How to choose a cover image and design typography that reflects the personality of the magazine.	For tonight, please read the handout on magazine covers, hard copy handout.	Class review of all the possible cover images submitted for the magazine and discussion and decision on which image will be the final cover. Review of ads that will run in the magazine
Week 13	Incremental work on the magazine, including factchecking, editing, display writing, and proofreading. Final approval of ads that will run in the magazine	Readings TBA.	Assignment #6, Final Photo(s), worth 10%.
Weeks 14/15	Exam period		Assignment #7, Magazine Concept & SWOT analysis, worth 20%.

EVALUATION PROFILE

Assessment	% of Final Grade
1. FOB (Front of Book) Article	15%
2. In-Class Photography	10%
3. Feature Article	20%
4. In-Class Infographic	10%
5. 20 by 20 Individual Oral Presentation	10%
6. Final Photo	10%
7. Magazine Concept & SWOT Analysis	20%
8. Participation & Professionalism	5%
Total	100%

Participation & Professionalism

In addition to the attendance policy outlined below, participation and professionalism grade is evaluated on the basis of students' apparent preparation, participation in in-class group activities, their tacit and explicit participation in class discussions and their respectful behaviour in class (see also "electronic devices", below).

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand, to request a new deadline. Assignments that are handed in past the established deadline will be penalized 10 percent per day.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities. Once a student has missed two classes, one of the 10 marks for Participation and Professionalism will be deducted for each class missed without a clear and valid explanation. Completion of assigned readings is also a key component of the participation grade.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking and review of course material only.

On-line Communication

Outside of the classroom, instructors will communicate with students using either their official Capilano University email or Moodle. Please check both regularly. The instructors will aim to reply within 24 hours, but responses may take two days on occasions such as weekends. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at:
<http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information:
<http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);

- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.