

**PROFESSOR**

Nicole Irving  
JOU4447  
Applied Magazines  
Wednesday  
Period: 11- E2  
Time: 6:15- 9:10 pm  
Room: Weimer 3219  
Spring 2022

Email:  
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Cell: Texting is preferred  
352-219-4687

**OFFICE HOURS**

Available upon request

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**COURSE DESCRIPTION AND OBJECTIVES**

You are the staff of Orange & Blue magazine!

As a class, you will decide the theme of magazine, content of the issue, generate story ideas, create a lineup – and then create the magazine. You will produce a professional-quality print and digital magazine from scratch.

**Your mission:** To make it the best magazine produced by college students in the country. To do so, each of you will produce content and assume roles within the magazine's structure. We will run this workshop class as close to a real-world, professional magazine as we can. Consider it the ultimate group project. You will work together to produce a first-rate magazine and you will be expected to perform at a high level.

**TEXTS****Textbook: Suggested**

The Magazine From Cover To Cover, Third Edition  
Sammye Johnson and Patricia Prijatal

**Textbook or Online access: Required**

The Associated Press Style Book and Briefing on Media Lay 2017

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**CASH**

At times, you may be responsible for purchasing photo shoot materials and other items to complete production of magazine. Please work it out as a team. If you have any questions, please bring them to my attention immediately so we can work on a course of action to complete the magazine on deadline.

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**CLASSES**

Staff editorial meetings will take place during class. It is imperative that you check your email regularly for updates on class meetings and smaller group meetings. We will spend class time the way staff meetings would be run – critiquing, brainstorming, going over schedules, etc. You will also be able to use class to do work as well depending on the week.

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**INSTRUCTOR'S ROLE**

You will produce this magazine from scratch. It is the instructor's role to advise, coach and critique (and grade) students in all areas of producing a magazine. Because this is not a totally independent publication, the instructor will approve all concepts, ideas, stories, artwork and layouts. The instructor, the Department of Journalism and the dean of the college retain final decision-making authority.

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## PROFESSIONAL CONDUCT

This is a workshop-style class in which we will all contribute ideas and critiques of other writers' work and ideas. Please use professional courtesy.

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### GRADING:

#### **100 points for Job Role:**

Fulfilling job responsibilities through the semester. You will be graded on the following:

1. Management: How well you are managing your department and job responsibilities.
2. Organization: are you coming to class on time, organized and being prepared
3. Productivity: How well are you moving forward and keeping your department moving forward.
4. Participation: How well are you engaging and lending help/ideas
5. Creativity: coming up with creative content and sharing ideas.
6. Communication with team members: This is key. You must be able to and willing to communicate in a team setting for your and the magazines success. You must be available and responsive.

#### **100 points: Writing assignments**

Each student will be responsible for completing 4 editorial pieces for the magazine. If turned in on time, written in AP style, fully researched and cited and executed based on the slug/assignment, will earn full points.

If late, 25 points will be deducted for first missed deadline, and 25 points for every deadline missed after that. This will also occur for 2<sup>nd</sup> and 3<sup>rd</sup> drafts and so on. Each deadline must be met.

\* There is a possibility that NOT all 4 will be printed due to page count etc., but will be added to blog. We will decide which will be used for print vs. blog. ALL are to follow guidelines above and are considered essential pieces for the magazine.

**50 points:** (2 blogs at 25 points each) Blog posts will be around 200-400 words and judged on overall originality/style/reporting/photos.

Original or unspashed photos must be used. Taking photos from the "web" or other sources is not allowed and against copyright laws.

#### **50 points: (Multimedia assignment participation)**

To receive full points, must be actively participating in multimedia assignment, meetings, brainstorming, acting, filming, editing etc.

#### **100 points: Attendance**

In order to be successful in this class, attendance is a MUST.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

**25 points will be deducted for all unexcused absences**

**Please note:** Art Director(s) assignment will load will vary due to designing load that will be upon them, they will have an alternate assignment for points.

If you know you are going to have an issue with a deadline, you need to speak to the Editor (s) and professor and have it approved no less **than 5 days before you set deadline.**

Deadlines refer to the following:

Writing assignment deadlines

Photo assignment deadlines

Draft assignment deadlines

Blog assignments deadlines

## DEADLINES

**Failure to meet all deadlines does affect the production of the magazine and, as a result, your grade.** *Note: If the magazine is not completed by the end of the semester and/or not sent to print, the instructor reserves the right to give the entire class an "I" for a grade until it is finished.*

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## Grading Scale:

A:	376-400	C-:	280-290
A-:	360-375	D+:	268-279
B+:	348-359	D:	252-267
B:	332-347	D-:	240-251
B-:	320-331	E:	239 and below
C+:	308-319		
C:	292-307		

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## QUALITY

You are responsible for editorial quality of the magazine. That means all stories must include the elements of good writing, such as compelling leads, description, anecdotes, tight writing, titles, thorough and enterprising reporting. The ideas, as well as the stories, must be original and thoughtful. The art staff is responsible for original, creative and smart design, as well as the quality of the artwork. **We will conduct workshops on your work, but much of the quality control is up to you and your fellow staff members. You will be given feedback on ways to improve, but you will be expected to execute and follow through. The staff and the instructor have no obligation to print any story that is not up to quality standards. Instructor will discuss expectations of multimedia component.**

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## JOB DESCRIPTIONS

In order to produce the magazine, every staffer will also assume a role, in addition to being a staff writer. That role will be determined by your interest as well as the needs of the class. You will apply for the positions you want and the professor will choose the position you get. All roles are considered equal in the eyes of your professor and one role does not mean a higher grade than the other. Your grade is based on your performance within that role.

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## TOPICS COVERED

In our editorial meetings, we will cover the following issues pertaining to the development of the magazine: Magazine Hierarchy, Copy Flow Process, Deadlines, Developing Lineups, Diversity, Pacing of Issue, Coaching Writers, Revising, Line Editing/Top Editing, Art Concepts, Headline/Display Writing, Design, Production Issues.

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## HONOR CODE

This class is a collaborative project, so we will all be learning from each other and taking suggestions from each other. Violations of the honor code include such things as plagiarizing or fabricating material. Please see the department's policy on plagiarism at [www.jou.ufl.edu/jou](http://www.jou.ufl.edu/jou). Violation results in an automatic failing grade and dismissal from the journalism program.

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## Students with Disabilities and in need of Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center

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## Diversity and Inclusion:

The craft of journalism strives to be objective. However, much of the gathering of information for reporting purposes could be from subjective sources that are historically built on subset of privileged voices. Furthermore, we often find ourselves relying on information about historically important events that were mostly framed through the perspectives of a segment of our society. I acknowledge that it is possible that there may be both overt and covert biases in the course's material due to the lens and/or period of time in which it was written. Please contact me with feedback if you have any suggestions to improve the quality of the course materials.

Furthermore, I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official records, please let me know.
  - If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.
  - If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at [jhernandez@jou.ufl.edu](mailto:jhernandez@jou.ufl.edu).
  - If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.
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Classes: The class will be run like an editorial meeting/open discussion forum. Here is the tentative schedule.

## Schedule:

Jan 5: Intro, Syllabus review, what is OB

January 12: Theme, Story Building, Roles

January 19: Roles Assigned, Meeting for roles, Finalize Theme, Editorial Calendar

January 26: Finalize Editorial Calendar, Finalize Blog Calendar, Photo shoot plantings, round table

February 2- : round tables, photoshoots, story editing

Rest of Semester: Complete magazine etc. Will go over schedule in class.

**Important Dates:**

Print day: TBD

The last day of classes is April 20.

Reading days April 21-22. S

Spring break is March 5-12.

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**In addition, all content from stories and the story lineup are for internal use only.  
By taking this course, you agree that no material, stories or story ideas may be shared with  
members of other media.**

**Copyright for Content of magazine:**

All magazine content, including photos, is copyrighted by the University of Florida and can not be duplicated, reprinted without the permission of the university. This includes photos. Questions: Please contact Professor Irving.