

PROFESSOR

Nicole Irving

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OFFICE HOURS

Available upon request

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 Reading

The Magazine From Cover To Cover, Third Edition

Sammye Johnson and Patricia Prijatal

Textbook: Highly Recommended

The Associated Press Style Book and Briefing on Media Lay 2014

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.

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. Because we have some access to labs, you will also be able to use class to do work as well depending on the week.

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.

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.

GRADING:

50 points: (5 blogs at 10 points each) Blog posts judged on overall originality/style/reporting/photos. Original or paid for stock photos must be used. Taking photos from the "web" or other sources is not allowed.

100 points for Job Role:

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

1. Management
2. Organization
3. Productivity
4. Meeting deadlines
5. Creativity
6. Communication with team members

100 points: Multimedia assignment

* Two multimedia elements, typically videos, will be created for marketing and branding of the product you are producing. Will be uploaded onto social media and Youtube channel.

* A first draft will be viewed for feedback only; final video will be graded on quality of storytelling quality (angle, sources, structure) and quality of editing

100 points: Attendance, participation, deadline adherence, overall professionalism, going above and beyond to help produce magazine.

Points will be deducted for unexcused absences, sleeping in class, non-professional behavior/talk and tardiness.

25 points will be deducted for all unexcused absences

25 points will be deducted for all late assignments.

Final Portfolio: 150

At the end of the semester, hand in a portfolio which should contain:

This will NOT be emailed, a hard copy is required.

50 Points: Memo explaining what you've worked on in both team project and additional role—your strengths, areas in which you would have liked to improve.

25 Points: Peer Evaluations

25 Points: All supporting material (edits, designs, memos, blog posts, etc.)

25 Points: Self Evaluation

Due Date: TBD

Grading Scale:

A:	465-500	C-:	350-364
A-:	450-464	D+:	335-349
B+:	435-449	D:	320-334
B:	420-434	D-:	300-319
B-:	400-419	E:	299 and below
C+:	380-399		
C:	365-379		

DEADLINES

As a staff, you will decide the deadlines that we need to hit through the semester (with instructor's help). **Failure to meet those deadlines does affect the production of the magazine and, as a result, your grade.** Note: All assignments are subject to various deductions for lateness (depends on assignment and severity).

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.

QUALITY

You are responsible for editorial quality of the magazine. That means all stories must include the elements of good writing, such as compelling ledes, 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.**

Your Story Checklist	Choose...	Over...
	Details	Generalities
	People	Things
	Colorful quotes used sparingly	Canned quotes
	Anecdotes	PR gibberish
	Strong, active verbs	Flat, passive verbs
	Facts	Adjectives
	Tighter	Longer
	A central character with supporting sources	Many sources used all over the place
	Changing up the pace of your sentences	Monotonous, repetitive sentence structure
	3-Dimensional	Surface level
	Show	Tell

JOB DESCRIPTIONS

In order to produce the magazine, every staffer will also assume an additional role. That role will be determined by your interest as well as the needs of the class. You will apply for the positions you want.

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.

ATTENDANCE

Excused absences include religious holidays (request in writing before class), documented medical excuses and other documented excuses determined to be acceptable by the instructor. **25 points will be deducted for each unexcused absence. Penalties also apply to class lateness.**

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. Violation results in an automatic failing grade and dismissal from the journalism program.

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.

INSTRUCTOR

Adjunct Professor Nicole Irving is the owner and publisher of Giggle Magazine, the award-winning parenting and family magazine in Alachua County and Leon County, Florida. She is an UF alum with an honors degree in Sociology. Irving is a writer, speaker and adjunct lecturer at the University of Florida. She currently sits on the Board of Directors for the Florida Magazine Association, a Leadership Gainesville Class of 38 graduate, active member of the Junior League of Gainesville, Winner of the 2012 Business of the Year for Leading Women's Enterprise and a member of both the Gainesville and Tallahassee Chambers of Commerce.

