

## **PROFESSOR**

Nicole Irving  
JOU4447  
Applied Magazines  
Wednesday  
Period: 11-E2  
Time: 6:15-9:10 pm  
Room: Weimer3219  
Spring 2019

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

## **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 2017

## **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:**

### **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.

### **350 points: Writing assignments**

Each student will be responsible for completing 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.

**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 paid for stock photos must be used. Taking photos from the "web" or other sources is not allowed

**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.

### **100 points: Attendance**

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

Excused absences include religious holidays (request in writing before class), documented medical excuses. As class proceeds, there may be a need to use class time for interviews and photo-shoots.

This will need prior approval in writing from Professor Irving.

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

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.*

## **Evaluations**

Peer Evaluations (2)

Peer evaluations will be done at midterms and at end of year.

Teamwork is imperative for this ultimate group assignment and the peer evaluations help to make sure that all team members are working effectively and to their potential. All peer evaluations are kept confidential.

Self Evaluation (1)

Your self-evaluations in a reflection on your growth in the publishing arena and how you felt you did in your assigned role through the year. Struggles you overcame, growth you had an areas that you would like to grow in. Self-evaluations are kept confidential.

## **Grading Scale:**

A:	565-600	C-:	450-464
A-:	550-564	D+:	435-449
B+:	535-549	D:	320-334
B:	520-534	D-:	400-419
B-:	500-519	E:	399 and below
C+:	480-499		
C:	465-479		

## **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.**

## **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 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.

## **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.

## **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.

**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.**

### **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.

## **INSTRUCTOR**

Adjunct Professor Nicole Irving is the owner and publisher of Giggle Magazine, the award-winning parenting and family magazine in Alachua County, Florida and Wellness360 Magazine, a health and wellness magazine for Alachua County and owner of the new branding company, Hello Branding. 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 is 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 member of the Gainesville Chambers of Commerce. Nicole is originally from New York and came to Gainesville in 1997 from Jupiter, Florida. She and her husband are the parents to three sons.