



APPLIED MAGAZINES

{ ORANGE & BLUE }

JOU 4455 | Fall 2014 Syllabus
Prof. Nicole Irving

PROFESSOR

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OFFICE HOURS

Available upon request

COURSE DESCRIPTION AND OBJECTIVES

You are the staff of Orange & Blue. As a class, you will decide the 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 (a 64-page print magazine with a digital magazine component).

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. We won't have tests or readings. 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/CASH

There is no textbook for this class, but you will be expected to pay reasonable expenses related to stories you're working on or other materials you may need to produce the magazine.

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 of 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.

REQUIREMENTS

1. Complete writing or designing assignments by deadlines (Writing: most will be in 1,000-1,500-word range, but can be broken into several stories.)
2. Work in a small team to produce a multimedia commercial for digital magazine.
3. Assume one additional role on the magazine staff as outlined below.
4. Write (or produce) five blog posts for the magazine's blog.
5. Complete peer (and self) evaluations at end of the semester.
7. Turn in portfolio of work at end of the semester.

GRADING

50 points: (10 points each) Blog posts judged on overall originality/style/reporting/photos.

50 points: Attendance, participation, deadline adherence, overall professionalism, going above and beyond to help produce the magazine. Points will be deducted for unexcused absences (see below) sleeping in class, non-professional behavior/talk and tardiness.

50 points: Peer- and self-evaluations (forms to be handed out).

50 points: Multimedia assignment.

Teams of two or three produce one multimedia element, typically video.

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: Final Portfolio.

200 Points: Magazine Production: (broken down as follows)

Creativity	Using the theme creatively throughout work.	40 points
Quality	Overall quality of work, editing, writing, art of each piece.	40 points
Deadlines	Meeting all deadlines for drafts, final, printing.	40 points
Position Requirements	Fulfilling all the requirements of the position that you are assigned.	40 points
Midterm Portfolio	1. Memo explaining what you've worked on in both team project and additional role – your strengths, areas in which you would have liked to have done better. 2. Self-evaluations.	40 points

FINAL PORTFOLIO

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

1. Memo explaining what you've worked on in both team project and additional role—your strengths, areas in which you would have liked to have done better.
2. Peer and self-evaluations.
3. Supporting material (edits, designs, memos, blog posts, etc.).

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 interview for the positions you want. In short, these are the job descriptions for various roles.

Editor-in-Chief, Executive Editors, Managing Editor

Assist instructor in administration of course; final edit, work with art; lead staff meetings

These executive jobs require extensive editing experience, and a major time commitment. Executive staff is responsible for ensuring that all copy adheres to standards, and will need to meet outside of class frequently in order to do so. Managing editors will have the responsibility of tracking all drafts of stories, placing them on an FTP site (or similar management system), and managing that site for proper copy flow. Exec team will develop communication tool to be used by class (Google docs, blog, etc.).

Art Director

Assign photos; design magazine(s); prepare file for production

This job requires extensive experience in preparing files for publication and extensive knowledge of appropriate software. Job requires planning at the beginning of the semester, and large blocks of times at the end of the semester in order to complete the magazine(s).

Multimedia and Social Media Directors/Editors

Works with staff and outside classes on digital elements

These jobs will coordinate social media activities, as well as act as liaisons with the Editing class for blog production and updating. These editors will also help oversee production of digital elements for the magazine, in terms of video coordination, etc.

Senior Editors

Work with stories to go from first drafts to revises; write headlines/captions

These editors will work closely with all writers in class, suggesting ideas for improvement, as well as working with writers through the revision process. This job requires back-and-forth editing and coaching with multiple writers, as well as line editing as stories near completion. Bulk of work comes in the middle of the semester.

Designers, Art Staff, Photo Editor

Work with art director; assist in all art functions as outlined above

These positions work in the art department to assist in the production of the magazine. Knowledge or experience with appropriate software is important. Opportunity to do some design, but will also assist in preparing photos, assigning photos and helping with other art functions.

Copy Editors

Edit all stories; proof final pages

These positions will require detailed proofing skills. Copy editors will read all copy toward end of the semester and then proof pages at final stages.

Writers

Write additional stories

These people will write and/or produce additional stories for the print and digital version of the magazine. They can be of varying lengths and genres.

Marketing Director, Business Staff, Other

There are also other opportunities, if anyone has interest in such areas as business/marketing or online development. See me about developing a different job description if your interests lie in another area.

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. **You are allowed one unexcused absence; 25 points will be deducted for each unexcused absence after that. 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 a 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, is the Board Chair for the North Central Florida March of Dimes, 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 and the Gainesville AdFed.

