

JOU 4445: APPLIED MAGAZINES

PROFESSOR

Dave Stanton

G+: davestanton.us@gmail.com

Twitter: [@gotoplanb](https://twitter.com/gotoplanb)

OFFICE HOURS

T: 10:30-12:00 a.m.

Available other days;

Make appointment

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 digital and print magazine from scratch (a 36-page print magazine and a TBD-page digital magazine). Your mission: To make it the best magazine put out by college students in the country. To do so, each of you will produce content (traditional and multimedia) 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 text 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 e-mail 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

- >>Complete writing assignments (most will be in 1,000- to 1,500-word range, but can be broken into several stories)
- >>Work in a small team to produce a multimedia element for digital magazine
- >>Assume one additional role on the magazine staff as outlined below
- >>Write (or produce) 6 blog posts for the magazine's blog
- >>Complete peer (and self) evaluations at end of the semester
- >>Turn in portfolio of work at end of the semester

GRADING

50 points: Story first draft

75 points: Story final draft

Each assignment based on this scale at first draft and revision stage; averaged together for final point total:

20: Overall quality of reporting (sources, information, depth)

20: Overall quality of writing (mechanics, tightness, compelling language, style)

10: Quality of lede/nut

- Extra-credit can be added at instructor's discretion for more complex/difficult stories
- Points can be deducted at instructor's discretion for missing deadlines
- Final draft uses same rubric but multiplied by 1.5

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

125 points: Additional role on magazine

Judged based on your job assignment and evidence presented in final portfolio

75 points: Blog posts

Judged on overall originality/style/reporting

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

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

A: 465-500

A-: 450-464

B+: 435-449

B: 420-434

B-: 400-419

C-: 350-364

D+: 335-349

D: 320-334

D-: 300-319

E: 299 and below

C+: 380-399
C: 365-379

PORTFOLIO

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

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

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 do 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, 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, 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

Copy 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

Dave Stanton is the managing developer at Smart Media Creative and ringleader of For Journalism. He has served as a full-time faculty member at the University of Florida and as the Technology Fellow at The Poynter Institute. He conducts workshops related to mobile design, usability, programming and education for the Society of Professional Journalists, the Online News Association, the Society for News Design and The Poynter Institute. He has been an invited speaker for SXSW, Open Source Bridge, the National Science Foundation, The Freedom Forum, TEDx and many other conferences related to design, technology and education. He earned his Ph.D. from the University of Florida.