



MAGAZINE MANAGEMENT

{ THE PROTOTYPE CLASS }

JOU 4510 | Spring 2014 Syllabus
Prof. Nicole Irving

COURSE Date/Time/location	JOU 4510 Magazine Management Semester: Spring 2014 Day: Thursday periods 9-11 Time: 4:05 p.m.-7:05 p.m. Room: Weimer 1076
INSTRUCTOR	Professor Nicole B. Irving 352-219-4687 nirving@ufl.edu Twitter: @nicolebirving
OFFICE HOURS	Office hours (in-person meetings) are by appointment only. E-mail to set up an appointment. Phone meetings also available upon request.
READING	There is no required textbook; however, <u>The Magazine Cover to Cover</u> (Sammie Johnson & Patricia Prijatel) is recommended. Occasional handouts will be distributed throughout the semester in class and through e-mail.
CASH	You will need to buy magazines for class assignments and your group project will require you to pay expenses for printing and visual aids.
OBJECTIVE (S)	The purpose of this course is to discuss what it takes to be a top editor at a magazine, from the editorial side (magazine writing, editing, design, production, administration) to the business side (magazine organization, conceptualization, audience, budget printing, advertising, circulation, promotion.) We will discuss current developments in the magazine world and you will use elements from class to develop a magazine prototype with a group. We will learn professional practice in preparation for both a potential first magazine job and a role as a top editor.
RULEBOOK	Violation of the honor code includes cheating on tests and plagiarizing material from other sources, including group projects (everyone on the team is accountable). Violations result in a failing grade and referral to the Honor Court. See www.jou.ufl.edu/academic/jou/honesty . Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565) and any special accommodations must be submitted to the instructor with a letter from the Dean of Students Office. Behavior that disrupts the instructor or fellow students will result in point deduction, including talking on the phone, texting and web browsing.

<h1>GRADE STRUCTURE</h1>	Your final grade will be judged on the number of points you accumulate during the semester, out of a total of 1,000 possible points.																								
1,000 Points	<table> <tbody> <tr><td>A</td><td>925-1,000</td><td>C</td><td>725-779</td></tr> <tr><td>A-</td><td>900-924</td><td>C-</td><td>700-724</td></tr> <tr><td>B+</td><td>880-899</td><td>D+</td><td>680-699</td></tr> <tr><td>B</td><td>825-879</td><td>D</td><td>625-679</td></tr> <tr><td>B-</td><td>800-824</td><td>D-</td><td>600-624</td></tr> <tr><td>C+</td><td>780-799</td><td>E</td><td>599 or less</td></tr> </tbody> </table>	A	925-1,000	C	725-779	A-	900-924	C-	700-724	B+	880-899	D+	680-699	B	825-879	D	625-679	B-	800-824	D-	600-624	C+	780-799	E	599 or less
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COVER ASSIGNMENT 150 points	Analyze and compare the cover lines, typography and images of two magazines. <i>DUE DATE: February 6</i>																								
QUIZZES PARTICIPATION & ATTENDANCE Quizzes: 250 points (5@50 pts ea) Participation/attendance: 100 points	Occasional quizzes (5 total at 50 points each) will be given at the start of class, based on assigned reading and in-class material, totaling 250 points for the semester. (No make-ups.) The rest of the points will be based on class participation and attendance, with tardiness deductions at the discretion of instructor.																								
PROTOTYPE PROJECT & PRESENTATION 500 points	<p>As part of a small group, you will create a proposal and prototype for a new magazine. Each team will develop an idea for a new magazine, study its competitors, create a cover prototype, develop a mission statement, devise a business plan, create a story lineup and produce real pages of the magazine. You will then present your project to the class (and possibly a panel of experts).</p> <p><i>DUE DATE: April 17</i></p> <p>You will also have an early deadline to present first drafts of some elements of the projects. These will be worth a total of 150 points out of the 500 total.</p> <p><i>DUE DATE: March 27</i></p>																								
PROFITS & LOSSES	<p>At various times, you will have opportunities to earn extra credit. You will lose points for more than one unexcused absence (40 points off of final grade for each). Late assignments will be deducted 20 points for every 24 hours late, starting the day the assignment is due. Excused absences include documented medical and religious holidays (requested in writing before class).</p> <p>UF Policy: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx</p>																								