

JOU4510  
Spring 2014  
Class Outline  
Professor Nicole B. Irving  
Thursday/Periods 9-11

January 9	<p>Introductions – Go over syllabus What is a magazine? Why are people attracted to them? What niche does it fill? What does a magazine offer that nothing else does? What are its uses? <b>Handout:</b> Group project questionnaire: to be done in class <b>Assignment:</b> Bring in your favorite magazine. <b>Readings:</b> TBD</p>
January 16	<p><b>Quiz #1:</b> What does a magazine offer that nothing else does? Group Discussion: What is your favorite magazine? Who &amp; What makes up a magazine? -Advertisers -Staff -Stories/content Different types of magazines <b>Assignment:</b> Bring in 2 magazine covers that you like. <b>Readings:</b> TBD</p>
January 23	<p>Group: Share magazine cover you brought. Share why you choose it. Guest Lecture: Prof Spiker on Covers The role of cover. Breakdown of elements Discuss different models: Newsstand v Subscriber v Free (examples of each) How does cover play a role in each model? <b>Handout: Cover assignment</b> Pass out Prototype Groups Group Time <b>Readings:</b> TBD</p>
January 30	<p>In-depth look at the role of the Editor - Editor + publisher relationship - Changing roles of editors - The editor as a public figure Discussion: different editors and their magazines. Roles they play. Magazines in pop culture. Group Time <b>Readings:</b> TBD</p>
February 6	<p><b>Cover Assignment Due</b> <b>Quiz #2:</b> Name an editor (and their magazine) in popular culture. How do they interact with readers outside of the magazine? The Credits Page: Who and what roles The TOC page Editorial Calendar, Examples: themed Issues, and how they Make Money <i>Copy Flow &amp; editing writers</i> Assignment: Bring in samples of your favorite print ads <b>Readings:</b> TBD</p>
February 13	<p>Hand back grades – cover project Advertising: -The Role of Advertisers. Strong mag needs strong advertiser base, history of advertising (Ms.), - Advertising placement &amp; ethics. - Ad design -Contracts Discuss: ads that brought in. Ethical issues in the magazine biz – political bias, conglomerates, misleading cover lines, advertising partnerships, advertorials/product placement, running unflattering photos, photo-shopping photos etc Meet with groups for ideas and feedback <b>Readings:</b> TBD</p>

February 20	<p><b>Quiz #3:</b> Last week's discussion and/or assigned reading Magazine design: -Role of photos, typography, editorial flow, story layout, sidebars -Show redesigns Discuss: How would you lay it out? Who has the final word (photographer or editor?)</p> <p>Group time <b>Readings:</b> TBD</p>
February 27	<p>The Paper Field Trip: Storter Child, Gainesville Group time -Different types of binding/paper poundage/different printing options. Group time <b>Readings:</b> TBD</p>
March 6	<b>SPRING BREAK: NO CLASS</b>
March 13	<p><b>Quiz #4:</b> paper: what are the different types of paper, printing, binding Budget Lecture Guest Speaker Stephanie? SOCIAL MEDIA: ? <b>Extra Credit assignment:</b> Briefly describe your favorite magazines web presence is. How would you change it? Update it? Fix it? . <b>Due Next Class.</b> <b>Readings:</b> TBD</p>
March 20	<p>The Legal Side of things: Guest Lecturer: Legal Counsel to discuss copyright laws, contracts with advertisers, writers, staff. Questions Group Time <b>Extra Credit Due</b> <b>Readings:</b> TBD</p>
March 27	<p><b>1<sup>st</sup> Drafts Due</b> Branding 101 Circulation calculations (v readership, etc) Promotional events, creative ways to circulate Group time <b>Readings:</b> TBD</p>
April 3	<p>The WEB: -The role websites play in print magazines. -How can the web help/hurt? -Any magazines with a better website than print? Flow of info print&lt;-&gt; web. -Social Media: The role that it plays in magazines. (Cont) Hand back first drafts grades Group time <b>Readings:</b> TBD</p>
April 10	<p><b>Quiz #5</b> Ask final questions about prototypes. Group time <b>Readings:</b> TBD</p>
April 17	<b>Prototype Presentations (last class before finals)</b>
April 24	<b>NO CLASS (finals week)</b>
May 1	<b>Final class:</b> Magazine Mania: trade magazines, discuss prototypes, give back grades. Food.