CM 280: BOOK PRODUCTION (PUEO)
Days and Time: T-TH 2:45, CRN 64468

INSTRUCTOR: Robert Barclay
OFFICE: Akoakoa 236
OFFICE HOURS: MWF 8:00-12:00 T-TH 8:00-10:00
TELEPHONE: 224-3019
EFFECTIVE DATE: Fall 2018

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

This course is intended to acquaint students with the theory, practice, and technical skills required to publish a book (the Pueo Literary and Art Journal), and, by extension, enable students to participate in the creation of other publications such as magazines, handbooks, manuals, brochures, flyers, newsletters, etc. To varying degrees over two semesters, the course covers planning, publicity, selection, editing, proofreading, layout, production, distribution, and celebration. Students may repeat the course for elective credit.

REQUIREMENTS COURSE SATISFIES

Elective credits toward AA degree.

RECOMMENDED BASIC SKILL LEVELS

Willingness to carry out responsibilities on time and to work cooperatively with others. Basic knowledge of grammar, word usage, and punctuation are helpful. Awareness of literary forms and styles. Basic computer skills. An eye for visual detail.

STUDENT LEARNING OUTCOMES

Upon full and successful completion of this course, the student will be able to:

- Understand how audience, purpose, and mode of publication affect publication design.
- Display skills in areas of magazine production such as selection, editing, proofreading, design, and layout.
- Become a creative and imaginative participant in the production of a journal which maintains high standards.

COURSE CONTENT AND TASKS

This is your magazine, with your decisions, your vision, and your ideas creating the final product. As such, you will be expected to participate in the production process of the magazine. To varying degrees
across two semesters, this involves planning, publicity, selection, copyediting, proofreading, formatting, design, layout, production, bid creation, publication party, and distribution. You might invent new tasks as well. You must work cooperatively and responsibly with the team, including credit students, advisors, and volunteers. This course is not intended to be a homogenous experience for all students, and you are encouraged to find and create your own niche.

**ASSESSMENT TASKS AND GRADING**

The instructor will evaluate the students’ work on the basis of quality and quantity in relation to the various tasks that they choose. In addition to these tasks, which are required to create the magazine and account for 33.3 percent of their grade, they will create a sample book of their own work, which will account for 33.3% of their grade, and they will write a final report and analysis of their learning and contributions, which will account for 33.3% of their grade.

Students are expected to attend the weekly class meetings regularly, to carry out assigned responsibilities in a timely way, and to be supportive of each other and of the group as a whole. Students need to let the instructor know ahead of time if they cannot make a meeting or carry out a responsibility as agreed to.

**LEARNING RESOURCES**

There are no texts to buy, but we have several text and software resources that we will consult and use.

**Course TASKS**

**Planning and Publicity (carries over from previous semester’s decisions)**

- Introduction to course
- Create flyers, posters
- Class visits
- Coordinate with school paper for article
- Plan and perform publicity stunt
- Solicit entries

**Preparation and Collection**

- Software tutorials
- Selection criteria
- Writing collection, coding, and copying
- Create contact database of authors
- Acknowledge entries

**Selection**

- Read, discuss, and score each writing entry
- Collect code, and copy art entries
- Create contact database of artists
- Finish writing selection
- Finish art selection
- Contact authors and artists
- Solicit electronic copies
- Scan or digitally photograph all art selections
- Create issue file on computer, all art and writing
**Editing**
- Discuss editing procedures, style sheet
- Assign editors
- Finish editing
- Seek author approval of galley proofs
- Discuss proofreading techniques
- Begin proofreading
- Plan theme for next issue, create and distribute forms
- Publicize next issue

**Proofing and Layout**
- Finish proofing
- Preliminary layout, pairing art and writing
- Manipulate art in Photoshop
- Format writing
- Input final layout in InDesign

**Cover Design and Publication**
- Design Cover
- Bid for printing
- Finalize issue

**Celebrate**
- Plan Launch party for issue