

**Magazine Editing and Design
Journalism 5360/7360**

Professor: Dr. Leara Rhodes

Office: J-235, Phone: 542-5025

Email: ldrhodes@uga.edu

Office hours: Tuesday and Thursday – 9:00 to 10:00 a.m. and by appointment

Listserv address: magpub-L@listserv.uga.edu

Text: Magazine Publishing by Pritjel and Johnson, AP Style book, MPA web site on magazine research

Course Objectives: To learn how to edit and design a magazine by producing layouts for each student's portfolio (print and web—with introduction to video and podcasting). This is both an individual performance class and a team project class. Along with production and research skills, the course teaches the student how to be an editor and work with other editors, writers and production people to produce a quality product.

Grading: 10 assignments and final exam – Percentages indicated on assignment sheet attached. Graduate students must perform additional work for graduate credit. This will be discussed individually with the instructor.

Attendance: Required. If you are seriously ill, call before class—not after. Treat this class as a job. No late assignments accepted without prior arrangement with instructor.

The course syllabus is a general plan for the course; deviations announced in class may be necessary. Guests will be added throughout the semester. Prepare to be flexible. Prerequisites include Jour. 3510 and recommended Jour. 5580.

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

Schedule: Journalism 5360/7360

- Aug. 18 Introduction/Launching a Magazine (Listserv/blog)
Overview of the development of the magazine industry
Assignment: Prepare a résumé and a letter requesting staff assignment on the new magazine. **Read chapters 1-3 and 5 in text.**
- Aug. 20 **Assignment 1 due/résumé**
Magazine Idea
How to do a market analysis and write editorial concepts
Assignment: Begin to prepare a market analysis on a magazine as described in class. Analysis must include competition, statistics on size and demographics of audience, how the concept can be profitable, and 50 editorial ideas – must include an editorial concept. **Read chapter 4 in text.**
- Aug. 25 Staff assignments announced / Guest: Jennae Peterson, eco environmental blogger and Guest: Lori Johnston—blogging
- Aug. 27 Revisiting Magazine Article Writing: Research Emphasis, Interviewing Techniques and how to develop ideas /
Guest: Ian R. Hardin, Georgia Power Professor of Textile Science Dept. of Textiles, Merchandising and Interiors, The University of Georgia
- Sept. 1 Review market analysis and editorial concepts
Revisiting Magazine Article Writing: How to find ideas / Guest: Brook Hatfield (designer) and Thomas Wheatley (writer), Creative Loafing
- Sept. 3 **Assignment 2 due/Marketing Analysis and editorial concept**
Guest: Dr. Suraj Sharma, Assistant Professor in College of Family and Consumer Affairs with research in Functional and Smart Textile, Medical Textile, Bioplastics/Biocomposites from renewable resources
- Sept. 8 In-class discussion on market analysis/Brainstorm and create editorial concept – begin developing article ideas (feature and department)
Assignment: editors (in-chief and articles) will compile articles and present a list of those articles suitable for the magazine.
- Sept. 10 Assignment: Articles are assigned/work in pairs as editor and writer to develop ideas into deeper magazine article ideas and to develop source list. (10 sources are needed for all articles). **Read chapter 6 in text.**
- Sept. 15 Editing: How magazine editing is unique and different from newspapers
- Sept. 17 Design Elements and how they work with text. In-class exercises.
Importance of Cover and TOC. Guest: Lori Johnston—web design
- Sept. 22 InDesign workshop

- Sept. 24 **Assignment 3 due/Articles written**
 Importance of editing – Bring 4 (four) copies of the article to class.
 Articles are assigned to each member of the class for editing letter.
 Assignment: Prepare editorial comment letter to writer suggesting good points
 and areas for improvement.
- Sept. 29 **Assignment 4 due/editorial comment letter**
- Oct. 1 Writer/Editor conferences on articles (features and departments)
 Assignment: Edit articles and resubmit to editors (editors, feature or
 department editor—4 copies)
- Oct. 6 **Rewrites Due**
 Design Principles / name the magazine
 Assignment: Bring samples of layouts from magazines
- Oct. 8 Fact-checking articles (bring all materials to class)
- Oct. 13 **Assignment 5 due/editing and copy editing**
 Edit articles in class (third round is for copy editing)
- Oct. 15 Break the book
 Final articles due / cover contents
- Oct. 20 **Assignment 6 due/Cover layout**
- Oct. 22 Lay out Table of Contents (TOC)
- Oct. 27 **Assignment 7 due/TOC layout**
- Oct. 29 Lay out and design articles
- Oct. 30 Fall Break
- Nov. 3 Lay out and design articles
- Nov. 5 Lay out and design articles / University Council
- Nov. 10 **Assignment 8 due/Page layouts**
 Proof page designs and critique in class
- Nov. 12 Proof TOC and masthead pages and critique in class
 Editors' review
- Nov. 17 Redesign pages / art directors
- Nov. 19 Put pages into format/Proof final copy and have disk ready for printer
Assignment 9 due/Complete magazine on time/based on each class

member's participation – no late articles, no continued excuses for not having sources or available resources, etc.

Nov. 23-28	Thanksgiving Break
Dec. 1	Proof pages / Will take 3 to 4 hours Assignment 10 due/Staff Responsibility /based on how well each staff person cooperated and did his or her job and helped with other jobs to get the magazine completed. Also graded will be punctuality, willingness to pitch in and operate as a team, good attitude in completing the project and follow-through ability.
Dec. 3	Finish Magazine and website
Finals Day	Final details for publishing. Classes End – I reserve the right to give an exam over chapters assigned in book and/or award student for a positive attitude toward team work.
GRADES:	Résumé and Letter Grade: 5% Market Analysis: 20% Writing Grades: 20% Rewrite Editing Grades: 20% Editorial letter In-class editing Layout Grades: 20% Cover TOC Layout Staff Responsibility Grades: 15% Staff Position Team Player

Job Descriptions and Responsibilities

1. Editors

- Leadership skills: Must work well with people to motivate and encourage, be a good problem solver.
- Administrative skills: Communicates with publisher's representative, Dr. Rhodes
- Technical skills: Must have a thorough knowledge of Word and InDesign.
- Responsibilities: Clarifies editorial concept. Assigns layout pages, plans and coordinates entire publication, responsible for final product to be produced on time.

2. Managing Editors

- Leadership skills: Must be able to work well with people both students and outside vendors/printers.
- Administrative skills: Communicates with Editor.
- Technical skills: Must have a thorough knowledge of Word and InDesign.

- Responsibilities: Schedules production to include page deadlines, printing deadlines, and delivery deadlines. Provide technical support to editor.

3. **Articles Editor**

- Leadership skills: Must be able to take an idea and suggest ways to make it a better idea, be a good team player, must work well with others.
- Administrative skills: Communicates with Editor and works with department editors, photographers and writers. Works with web editors on content.
- Technical skills: Must have a thorough knowledge of Word and a working knowledge of photography.
- Responsibilities: Combines class ideas into one table of contents. Coordinates article content from start to finish. Be able to take an idea and find 2 or 3 ways to focus it.

4. **Creative Director**

- Leadership skills: Must be a team player
- Administrative skills: Communicates with Editor and works with art director, photo editor, advertising director, and articles editor.
- Technical skills: Must have a thorough knowledge of InDesign
- Responsibilities: Creates overall template for publication. Work with Articles Editor to create ideas for photos, illustrations, sidebars, and graphs.

5. **Features Editors**

- Leadership skills: Must work well with writers; be resourceful to obtain quality copy
- Administrative skills: Communicates with Articles Editor
- Technical skills: Must have a thorough knowledge of Word. Must know AP style and grammar.
- Responsibilities: Coordinates main features for content. Acts as copy editor for features. Meets deadlines.

6. **Department Editors**

- Leadership skills: Must work well with writers. Be resourceful to obtain quality copy
- Administrative skills: Communicates with Articles Editor
- Technical skills: Must have thorough knowledge of Word. Must know AP style and grammar.
- Responsibilities: Coordinates copy for department. Acts as copy editor for the department. Meets deadlines.

7. **Art Director**

- Leadership skills: Works as a team player to decide cover concept.
- Administrative skills: Communicates with Creative Director and works with photo editor and printer.
- Technical skills: Must have a thorough knowledge of InDesign and have photography or art experience.
- Responsibilities: Creates cover design. Meets deadlines.

8. **Photo Editors**

- Leadership skills: Be resourceful to locate photos.
- Administrative skills: Communicates with Creative Director and works well with photographers.
- Technical skills: Must have a thorough knowledge of InDesign and have photography experience.
- Responsibilities: Coordinates all photos in publication. Be responsible for naming people in photos and crediting photographers.

9. **Web Editors**

- Leadership skills: Be resourceful to locate help in creating website
- Administrative skills: Communicates with Creative Director and works well with photographers and writers.
- Technical skills: Must have a thorough knowledge of InDesign, photography experience and web creation.
- Responsibilities: Coordinates all copy and design for website.