

# COMM 280: MAGAZINE PRODUCTION STAFF

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Winter 2021
Credits:	3
Lecture Hours :	36
Lab Hours:	54
Hours Arranged:	0
Strongly Recommended:	COMM 101.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

## Catalog Course Description

A lecture/laboratory course in which the organization, formula, format, and production methods of paper and/or digital magazines are studied and applied in the development of a college magazine. Activities include writing and editing stories, video and/or still photography, art, layout, and production as a paper-based or digital publication. 36 lecture hours, 54 lab hours.

## Course Objectives

- demonstrate familiarity with different types of current paper-based and digital magazines, including but not limited to, trade magazines, company publications, specialized magazines, and mass magazines
- gather information, interview sources, and write magazine-length features appropriate for a community college audience
- design and produce a student magazine on the computer to be printed or for digital delivery, within predetermined deadlines

## Major Course Content

I. Overview of the Evolution and Probable Future of the Magazine as a Mass Medium

- a. Terminology Associated with Magazine Editing and Production

II. Editorial Policies, Purposes, Audiences, Organizations, and Production Methods of Different Types of Magazines Published Commercially Today

- a. Mass magazines
- b. Specialized magazines
- c. Trade magazines
- d. Company publications

III. Formula and Format—editorial Mix and Physical/Digital Presentation—according to Magazine Type, Established Policy, Purpose, and Audience

IV. Soliciting, Selection and Preparation of Content for Final Production and Publication of a Magazine for Particular Audience and Purpose

- a. Editorial Material/Copy

b. Art/Photos/Videos/Audio

c. Advertising

V. Practice and/or Practical Application of Knowledge, Techniques, and Skills to Produce College Magazine

## Lab Content

1. Writing for publication/genres
2. Compare and contrast layout techniques with guided practice
3. Compare and contrast photo/video techniques and photo/video layout with guided practice
4. Compare and contrast art/web techniques and art/web layout with guided practice
5. Copy editing

## Suggested Reading Other Than Required Textbook

The Associated Press Style and Libel Manual

## Examples of Required Writing Assignments

Journalistic feature article writing assignments (write a 1,200-word story profiling a significant student, staff member, faculty member, administrator or alumnus/alumna from Citrus College); journalistic still photography (shoot, assemble and publish an online photo gallery of 20 photos with captions containing a variety of imagery of a recent musical performance at Citrus College)

## Examples of Outside Assignments

Students will be required to complete the following types of assignments outside of the regular class time:

Write news, feature and/or profile articles for publication in the print magazine or online on the magazine's website Shoot photos/video of news, feature and/or profile subjects for publication in the print magazine or online on the magazine's website Design and layout pages containing magazine's content for publication in the print magazine or online on the magazine's website Make decisions regarding the editorial content of each publication, whether in print or online Observe activities related to course content Participate in activities related to course content  
DEGREE APPLICABLE COURSE: 2 hours of independent work done out of class per each hour of lecture or class work, or 3 hours lab, practicum, or the equivalent, per unit.

## Instruction Type(s)

Lecture, Lab