

Lincoln University
Department of Languages & Literature
Master Syllabus

| | |
|---|-------------------------------|
| COURSE TITLE: Literary Magazine Publishing | COURSE NUMBER: ENG 315 |
| CREDIT HOURS: 3 | PREREQUISITE: ENG 102 |
| TERM: | COREQUISITE: None |
| COURSE METHOD: Classroom / Standard | MEETING DAY AND TIME: |
| INSTRUCTOR: | LOCATION: |
| OFFICE: | EMAIL: |
| OFFICE HOURS: | EXT: |

COURSE DESCRIPTION:

This course introduces students to desktop publishing by immersing them in the production and promotion of *Simbaa*, Lincoln University's magazine of the arts. As members of *Simbaa*'s staff, students will be responsible for soliciting work from students, reading and reviewing submissions, editing and proofing accepted work, and designing and laying out the magazine.

REQUIRED TEXTS:

Cruise, John, Kelly Kordes Anton. *Adobe InDesign Classroom In a Book*. San Jose: Adobe Press, 2015.

Lupton, Ellen. *Thinking With Type*. 2nd ed. New York: Princeton Architectural Press, 2010.

REQUIRED MATERIALS:

- Notebook
- Writing Instrument
- Internet Access

ASSESSMENT CRITERIA & ALIGNMENT

| CSLOs | PSLOs | ILOs | Direct and Indirect Assessment Methods |
|--------|---------|---------|--|
| CSLO 1 | 2,5 | 1,5,8 | Direct: HW Assignment (Lit. Mags) |
| CSLO 2 | 2,4 | 1,5,8 | Direct: HW Assignment (Criteria) |
| CSLO 3 | 2,5 | 1,5,8 | Cooperative/Direct: Constructive feedback; responsibility and accountability measures. |
| CSLO 4 | 2,4,5,6 | 1,5,6,8 | Cooperative/Direct: HW Assignments (Flier, Typography); responsibility and accountability measures; end-of-semester review of student participation and performance. |
| CSLO 5 | 2,4 | 1,5,8 | Direct: End-of-semester review of student participation and performance. |

COURSE STUDENT LEARNING OUTCOMES (CSLO)

- 1) Apply knowledge of creative writing modes consistent with changes in the publishing market.
- 2) Discuss and determine the aesthetic value of literary and visual texts in a group setting.
- 3) Exhibit exemplary understanding of academic integrity, artistic ownership, and copyright laws and regulations.
- 4) Develop, promote, budget, produce, and distribute a large body of work for public consumption.
- 5) Cultivate the habit of art through close reading, visual literacy, and an ongoing engagement with the material world.

PROGRAM STUDENT LEARNING OUTCOMES (PSLO):

- 2) Perform, discuss, and defend close-readings of various written and visual texts, using concepts of literary analysis, theory, and methodology.
- 4) Describe the structure, history, and evolution of spoken and written English.
- 5) Demonstrate an understanding of the conventions of technology as they impact the production, analysis, and dissemination of writing.
- 6) Exhibit mastery of the use of standard academic English and MLA conventions in research for oral and written presentations.

INSTITUTIONAL LEARNING OUTCOMES (ILO):

- 1) **Effective Communication:** Effectively and clearly communicate through oral, written and visual means to increase knowledge and understanding or to promote change in a listener, reader or observer respectively.
- 5) **Critical Thinking:** Critical thinking is a comprehensive and systematic exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion and making inferences between concepts.
- 6) **Lincoln Legacy:** Lincoln Legacy represents the intention of the University to highlight the institution's rich historical development, alumni achievement, and the role of people of African descent and their ongoing global impact.
- 8) **Lifelong Learning:** Lifelong learning is an all-purposeful learning activity, undertaken on an ongoing basis with the aim of improving knowledge, skills, and competence.

CALCULATION OF FINAL GRADES:

| | |
|---|-----|
| Assignment #1 (Lit. Mags) | 10% |
| Assignment #2 (Criteria) | 10% |
| Assignment #3 (Flier) | 10% |
| Assignment #4 (Fundraiser) | 10% |
| Assignment #5 (Typography) | 10% |
| Class Participation/Fulfillment of Editorial Responsibilities | 50% |

| Grade | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|------------|--------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|--------------|
| GPA Points | 4.0 | 3.7 | 3.3 | 3.0 | 2.7 | 2.3 | 2.0 | 1.7 | 1.3 | 1.0 | 0.0 |
| % | 100-93 | 92.9-90 | 89.9-88 | 87.9-82 | 81.9-80 | 79.9-78 | 77.9-72 | 71.9-70 | 69.9-67 | 66.9-60.1 | 60 and under |

SCHEDULE OF LEARNING TOPICS COVERED

| COURSE SCHEDULE | |
|------------------------|---|
| Week 01: | Introduction to course. <i>Assignment:</i> Respond to five preliminary questions about the world of literary magazines. |
| Week 02: | What is a Literary Magazine? Lincoln's literary legacy and the story of <i>Simbaa</i> ("strength" in Swahili) <i>Assignment:</i> Develop criteria for evaluating poems, stories, essays, and visual art. |
| Week 03: | The Standards We Live By: How to Tell Whether It's Good or Garbage. Getting the Word Out: Promotion and Solicitation. <i>Assignment:</i> Create mock-up of promotional flier. |
| Week 04: | Critique and consideration of promotional material. Organize and schedule flier distribution. <i>Assignment:</i> Complete final version of flier. Make copies for distribution. |
| Week 05: | Present fundraising pitches. Discuss and begin organizing fundraiser. <i>Assignment:</i> Gather resources for fundraiser. |
| Week 06: | Fundraiser. <i>Assignment:</i> Research two fonts/typefaces for potential use in the magazine. |
| Week 07: | To Bold or Not To Bold: Choosing <i>Simbaa's</i> Typography |
| Week 08: | |
| Week 09: | Reading and Review. Choose font style. <i>Assignment:</i> Select all of the poems, stories, essays, and visual art for the upcoming edition. |
| Week 10: | Design and Layout. Finding a common thread. Choosing cover art. <i>Assignment:</i> Finalize the arrangement of all pieces selected for the upcoming edition. |
| Week 11: | Editing and Proofreading. Import all material into Word. Bring laptops! <i>Assignment:</i> Send all individually edited pieces to me for digital assembly. |
| Week 12: | Contributors and Table of contents. Final touches. Magazine goes to the printer's. <i>Assignment:</i> Relax. |
| Week 13: | Galley Proofs. Reach out to contributors. <i>Assignment:</i> Create flier for Launch Party. |
| Week 14: | Organize and promote Launch Party. |
| Week 15/16: | Pick up magazine from printers. Strategize campus-wide distribution. Launch Party. Final Exam |

UNIVERSITY ACADEMIC INTEGRITY STATEMENT:

Students are responsible for proper conduct and integrity in all of their scholastic work. They must follow a professor's instructions when completing tests, homework, and laboratory reports, and must ask for clarification if the instructions are not clear. In general, students should not give or receive aid when taking exams, or exceed the time limitations specified by the professor. In seeking the truth, in learning to think critically, and in preparing for a life of constructive service, honesty is imperative. Honesty in the

classroom and in the preparation of papers is therefore expected of all students. Each student has the responsibility to submit work that is uniquely his or her own. All of this work must be done in accordance with established principles of academic integrity.

UNIVERSITY ATTENDANCE POLICY:

Lincoln University uses the class method of teaching, which assumes that each student has something to contribute and something to gain by attending class. It further assumes that there is much more instruction absorbed in the classroom than can be tested on examinations. Therefore, students are expected to attend all regularly scheduled class meetings and should exhibit good faith in this regard.

More information concerning the Academic Integrity Statement and the Attendance Policy may be found in the current Academic Catalog found on the Registrar's webpage:

<http://www.lincoln.edu/departments/registrar>

STUDENTS WITH DISABILITIES STATEMENT:

Lincoln University is committed to non-discrimination of students with disabilities and therefore ensures that they have equal access to higher education, programs, activities, and services in order to achieve full participation and integration into the University. In keeping with the philosophies of the mission and vision of the University, the Office of Student Support Services, through the Services for Students with Disabilities (SSD) Program, provides an array of support services and reasonable accommodations for students with special needs and/or disabilities as defined by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. The Services for Students with Disabilities Program seeks to promote awareness and a campus environment in which accommodating students with special needs and/or disabilities is natural extension of the University's goal.

Any student with a documented disability should contact the Office of Equity and Inclusion:

<http://www.lincoln.edu/departments/office-institutional-equity/ada-accommodation/services-students-disabilites-ssd>

TITLE IX STATEMENT:

The following person has been designated to handle inquiries regarding the non-discrimination policies: Gerard Garlic, Title IX Coordinator/Director of the Health and Wellness Center, room 126B, Lincoln University, 1570 Baltimore Pike, Lincoln University, PA 19352 (p) 484-746-0000 or Office of Civil Rights, U.S. Department of Education, The Wanamaker Building, 100 Penn Square East, Suite 515, Philadelphia, PA 19107-3323, phone 215-656-8541, fax 215-656-8605, email: **ocr.philadelphia@ed.gov**

POLICY ON ELECTRONIC DEVICES IN CLASSROOM:

Electronic devices (smartphones, tablets, laptops, etc.) may only be used in conjunction with course activities. However, at the halfway mark of each class, I will allow you to take a five-minute break to update your digital selves. If I sense that the policy is being abused, I reserve the right to confiscate all gadgets and gizmos at the beginning of class, holding them in a box until you're dismissed.

SYLLABUS ADDENDUM

COURSE LEARNING OPPORTUNITIES

ENG315 is a practical, hands-on, project-based course, designed to encourage collaboration between students from the fields of English, Visual Arts, and Mass Communications. Enrollment in this course automatically qualifies you as a member of *Simbaa's* staff. Therefore, you will be responsible for soliciting work from students, reading and reviewing submissions, editing and proofing accepted work, and designing and laying out the magazine. Furthermore, you are expected to 1) gather examples of national **literary magazines**, focusing on the type of work they consistently publish; 2) establish an objective list of **criteria** for evaluating literary texts; 3) create a promotional **flier** for physical and digital distribution; 4) organize and participate in a magazine **fundraiser**; and 5) research **fonts** and **typeface** for potential use in the upcoming issue.

ATTENDANCE

Lincoln University uses the class method of teaching, which assumes that each student has something to contribute and something to gain by attending class. It further assumes that there is much more instruction absorbed in the classroom than can be tested on examinations. Therefore, students are expected to attend all regularly scheduled class meetings and should exhibit good faith in this regard. I understand that severe illness and family emergencies can prevent you from attending class. If a true emergency arises, we'll work together to accommodate your situation.

If you miss more than **three** classes this semester, your final grade will be lowered considerably. If you enter class after I have taken roll, you will be marked down as late. Three lates are equal to one absence. Missed quizzes cannot be made up.

LATE WORK

All work must be submitted on time and during class. Late work will be accepted with a penalty of 1/3 of a full grade for each calendar day that the work is late (including weekends). If you are unable to turn in an assignment for emergency reasons, please inform me either by phone or email. **After seven days from the due date, work will not be accepted, under any circumstances.**