

**Writing3228G:
Concept to Product: Publishing
Winter 2023**

Section:001

Time: Monday 10:30-1:30

Location: FNB 1240

Instructor: Dr. Aaron Schneider

Email: aschnei4@uwo.ca or OWL email

Office: UC 2431

Office Hours: Thursday 1-3

Note 1: office hours will be in-person, but I am happy to meet with you via Zoom.
Contact me to arrange a meeting.

Note 2: if you cannot make the above time, I am happy to meet with you at a different time. Contact me to arrange a meeting.

COURSE DESCRIPTION AND OBJECTIVES

DESCRIPTION

This is a workshop course in which students work in teams to develop an issue of an online journal, a print journal, a season of chapbooks, an issue of a magazine, a print anthology or a book. It is of particular interest to students considering a career in print/digital publishing as the roles of managing editor, copy editor, web designer, book designer and writer are part of the classroom experience.

LEARNING OBJECTIVES

Upon successful completion of this course, students will have demonstrated the ability to

1. identify and apply the basic principles of print design;
2. identify and apply the basic principles of web design;
3. analyze and evaluate both print and online publishing projects;
4. work productively in teams in the context of conceptualizing and seeing through to completion a substantial publishing project; and
5. produce a completed issue of a journal, a magazine, a season of chapbooks or a book.

REQUIRED TEXTBOOKS

Note: there are no required texts for this course. This is a workshop course, and the focus is on learning by doing. However, students are expected to be actively engaged with publishing culture, and should be prepared to seek out, read and analyze online or print publications of relevance to course topics, and, specifically, to their capstone project.

ASSIGNMENTS:

Analysis	10%
Broadside/Pamphlet/Booklet	20%
Capstone Project	
Proposal	15%
Final Project	35%
Reflection	20%

Assignment Format:

Assignments must be submitted in the format outlined in the assignment.

Submitting Assignments/Due dates/late submission penalties etc.:

All assignments should be submitted on the date on which they are due in the format specified in the assignment, and submitted through OWL for plagiarism checking. Failure to submit a copy through OWL will result in a grade of 0% on the assignment.

Late assignments will receive a penalty of 5% per day.

Late assignments may be through the Department of English and Writing Studies drop box outside of the Department of English and Writing Studies office. If you submit an assignment through the drop box, please make sure that your name, your instructors name, and the course are on the first page of the assignment.

Do not submit assignments through email.

Attendance policies:

Attendance at class is required. Here is the Writing Studies attendance policy in this class:

- You may miss up to three hours (the equivalent of one week of class) of class meetings during the term without explanation. That means that the first three class hours you miss will be recorded as absences but *excused provided you don't miss any more*.
- However, if you miss a total of four to nine class hours (the equivalent of up to three full weeks of class), your final grade will be reduced by 10% (e.g. an earned final grade of 80% will be reported as a final grade of 72).
- If you miss a total of more than nine hours of class meetings (the equivalent of more than three weeks of class meetings) your final grade will be reduced by 15% (e.g. an earned final grade of 80% will be reported as a final grade of 68). This policy will be waived only for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting (e.g. if you've missed three hours, and need or want to miss another class meeting) discuss these reasons with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors. See also: '**Medical Accommodation Policy**' below.

Attendance also extends to tardiness. If you are more than 20 minutes late, you will be penalized an hour of attendance. Please make every effort to be on time as late entry can disrupt the flow of discussion in our class. Early departures from class, which have not been previously arranged with the instructor, will also be counted as an absence. If you leave during the break, you will be docked an hour of attendance.'

Note: a class meeting missed in order to write a test, exam, or other form of 'make-up class' in another course will count as non-attendance, and will attract penalties as defined above if applicable. Instructors at the University of Western Ontario shall not require a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or 'required' to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is your choice; your absence will not be excused.

Scholastic Offences, Including Plagiarism:

"Scholastic Offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, which can be found here: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. Information for Writing Studies Instructors Fall/Winter 2022-2023

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently Western and Turnitin.com <http://www.turnitin.com>."

(Please note that the above required statement does not rule out additional cautions by the instructor—including, perhaps, reminding students that plagiarism includes double submission of an assignment to two courses without the permission of both instructors. Above all, every instance of egregious plagiarism "with intent to deceive" must be reported to the Director of Writing Studies, in order to determine the penalty and to check for previous offences. A second offence will result in more serious penalties at the Dean's level.)

****Remember: All students in all 1000/2000 level Writing courses must submit all written assignments to turnitin.com through their section's OWL site. This requirement is built into course outline templates, where applicable.***

Academic Accommodation:

"Accommodation by Instructor for work worth less than 10% of the overall grade in a course: Instructors are encouraged, in the first instance, to arrange participation requirements and multiple small assignments in such a way as to allow students some flexibility. A student seeking academic accommodation for any work worth less than 10% must contact the instructor or follow the appropriate Department or course specific instructions provided on the course outline. In arranging accommodation, instructors will use good judgment and ensure fair treatment for all students. Instructors must indicate on the course outline how they will be dealing with work worth less than 10% of the total course grade. In particular, instructors must indicate whether medical documentation will be required for absences, late assignments or essays, missed tests, laboratory experiments or tutorials, etc. Where medical documentation is required, such documentation must be submitted by the student directly to the appropriate Faculty Academic Counselling/Dean's office, who will make the determination whether accommodation is warranted. Given the University's Official Student Record Information Privacy Policy

(https://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf), **instructors may not collect medical documentation.**”

Medical Accommodation Policy:

“The University recognizes that a student’s ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student’s overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean’s office (the Office of the Dean of the student’s Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student’s file and will be held in confidence in accordance with the University’s Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean’s Office in consultation with the student’s instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic accommodation shall be granted only where the documentation indicates that the onset, duration, and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student “was seen for a medical reason” or “was ill.”)

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.”

Documentation from Family Physicians/Nurse Practitioners and Walk-In Clinics

A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Documentation from Student Health Services

At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

Documentation from Hospital Urgent Care Centres or Emergency Departments

Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation. Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected.”

Please note that individual instructors **will not under any circumstances** accept or read medical documentation directly offered by a student, whether in support of an application for accommodation on medical grounds or for related reasons (e.g. to explain an absence from class which may result in a grade penalty under an ‘Attendance’ policy in the course). **All medical documentation must** be submitted to the Academic Counselling or Undergraduate office of a student’s home Faculty.

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:
https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf

Students who are in emotional/mental distress should refer to MentalHealth@Western: (<https://www.uwo.ca/health/psych/index.html>) for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519-661-3030 (during class hours) or 519-433-2023 after class hours and on weekends.

Religious Accommodation

Students should consult the University's list of recognized religious holidays and should give reasonable notice in writing (email), prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

Other Student Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>

Intellectual Property and Copyright:

All instructor-written materials (e.g. PowerPoints, lecture notes, oral lectures) for this course are created solely for students' personal use within the course, and remain the instructor's intellectual property. Further reproduction, fixation, distribution, transmission, dissemination, communication, or any other uses, without securing the consent of the copyright owner (the course instructor) may be an infringement of copyright. You may not distribute, email, or otherwise communicate these materials to any other person. These limitations extend to recording, photographing, or sharing lectures (online or in-person) and lecture material without permission. Posting the instructor's content from this course to online course sharing sites like OneClass or Course Hero without permission is both an infringement of intellectual property law and a violation of academic integrity guidelines. The instructor will pass these cases on to the Western University Ombudsperson or their Department Chair as appropriate.

Course Schedule:

Week 1 (January 9): Introduction to the Course

Topics:

- Overview of the course
- Picking objects for the Analysis

Week 2 (January 16): The Publishing Landscape

Topics:

- Overview of publishing from journals, zines and magazines to books

Week 3 (January 23): Journals, Magazines and Zines

Topics:

- Journals (Online and Print): Design, Organization, and Editing
- Zines: Design, and Production
- Magazines: Design, Organization, and Editing

****Assignment 1: Analysis Due****

Week 4 (January 30): Chapbooks

Topics:

- Chapbooks: Design, Editing, and Production
- Picking Capstone Groups

Week 5 (February 6): Books

Topics:

- Books: Editing, Design, and Publishing
- Consultation with Capstone Groups

Week 6 (February 13): Self-Publishing

Topics:

- Self-publishing: Zines, Chapbooks, and Books
- Consultation with Capstone Groups

****Assignment 2: Broadside/Pamphlet/Booklet Due****

****Winter Reading Break****

**Week 7 (February 27):
Editing**

Topics:

- Editing: Roles of Editors and Types of Editing
- Proposal Presentations

**Week 8 (March 6):
Promotion**

Topics:

- Promotion: Readings, Reviews, Social Media, and Tours
- Consultation with Capstone Groups

****Assignment 3: Proposal Due****

**Week 9 (March 13):
Design/Drawing It Together**

Topics:

- Design
- Consultation with Capstone Groups

**Week 10 (March 20):
Design/Drawing It Together**

Topics:

- Design
- Consultation with Capstone Groups

**Week 11 (March 27):
Workshopping**

Topics:

- Consultation with Capstone Groups

**Week 12 (April 3):
Capstone Presentation**

Topics:

- Capstone Presentations

Week 13 (April 10)

Topics:

- Flex Day

****Assignment 3: Capstone: Final Project Due****
****Assignment: Capstone: Reflection Due****