

**Writing3228G:  
Concept to Product: Publishing  
Winter 2024**

## **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%