

**Writing 3228G:  
Concept to Product: Publishing  
Winter 2025**

**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:**

Broadside/Pamphlet/Booklet	20%
Editing Project	20%
Capstone Project	
Proposal	10%
Final Project	30%
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 instructor's 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 to improve as a writer. 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:** Any 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 Western *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.

**\*Note:** this class involves a variety of in-class presentations and work, such as the object presentation in the second week for which you are expected to briefly discuss a published object that you picked in the first week, and *Occasus* editing which will occur throughout the course. Failure to participate in these activities may result in a penalty of 10% on your final grade.