

**Writing 3228G:
Concept to Product: Publishing
Winter 2025
Section 001**

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%

Course Schedule:

Week 1 (January 5): Introduction to the Course

Topics:

- Overview of the course
- Picking objects for presentation/discussion
- A brief history of books/publishing

Week 2 (January 12): The Publishing Landscape

Topics:

- Overview of publishing from broadsides, chapbooks, journals, zines and magazines to books
- Presentation/discussion of objects

Week 3 (January 19): Chapbooks

Topics:

- Chapbooks: Design, Editing, and Production

Week 4 (January 26): Journals, Magazines and Zines

Topics:

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

Week 5 (February 2): Editing

Topics:

- Editing: Roles of Editors and Types of Editing

Week 6 (February 9): Books

Topics:

- Books: Editing, Design, and Publishing
- Pick Capstone Groups
- Pick piece for Editing Project

****Assignment 1: Broadside/Pamphlet/Booklet Due****

****Winter Reading Break****

Week 7 (February 23):
Self-Publishing

Topics:

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

****Assignment 2: Editing Project Due****

Week 8 (March 2):
Promotion

Topics:

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

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

Topics:

- Design
- Consultation with Capstone Groups

****Assignment 3: Capstone Project: Proposal Due****

Week 10 (March 16):
Design/Drawing It Together

Topics:

- Design
- Consultation with Capstone Groups

Week 11 (March 23):
Workshopping

Topics:

- Consultation with Capstone Groups

Week 12 (March 30):
Capstone Presentation

Topics:

- Capstone Presentations

Week 13 (April 6):
Final Consultation on Capstone

Topics:

- Consultation on Capstone Assignments

****April 9, Assignment 3: Capstone Project: Final Project Due****

****April 9, Assignment 3: Capstone Project: Reflection Due****

****Note: Work on *Occasus* will occur in class and outside of it from the
end of January on****