

PUBLICATION Workshop

Chaminade University of Honolulu - Communication Course No. 371 - Syllabus - Fall 1999



Advisor:
Barbra An Pleadwell
Phone: 595-3297

Producing a publication people read

The purpose of this course is to practice the principals of publication by putting out the student newspaper. This includes story writing, headline writing, editing, designing and laying out pages, meeting deadlines and being part of a team effort which sees the paper through to distribution. Students are expected to learn desktop publishing programs and become familiar with the Macintosh computer format.

What's expected for the semester

We will publish three to five issues of the *Silversword Newsmagazine*. Publication dates will be decided the first week of class.

The purpose of the *Silversword Newsmagazine* is to inform the Chaminade community. Plan your stories with your readers in mind - the students, faculty, administration and staff.

Each issue should be at least eight pages long. If there are more pages, the deadline for publication must still be met.

A good paper contains a health amount of advertising. Some students may be involved in selling advertising, rather than editorial and/or production work.

Selling advertising for its instead of other work, can be arranged with the advi



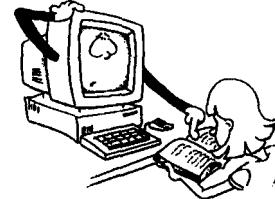
Requirements for each edition

Attendance: In the first few weeks, attendance is manda-

tory for both Tuesday and Thursday sessions. (Note: even if the advisor is not present, you must be there.) After the first few weeks, the mandatory meeting will be once a week. This is to give you time to work on your stories and the paper layout. The newspaper is critiqued the class just after the newspaper is distributed. Attending the critique sessions is crucial.

® **Written contributions and photographs:** Stories, columns, editorials, photos, etc. will be required.

® **Design/Layout:** You'll be graded on whether you learned the skills. Did your layouts progress over the course of the semester? Did someone else have to redo your work? Did you see the pages through to the end or did someone have to finish for you? Do your layouts follow basic design principals? Did you plan ahead and have a suitable graphic or photo on the page?



Learning to use the computer

Students in this course will be using three desktop publishing applications: QuarkXpress, PhotoShop and Freehand. If students are interested in using other software, advertising money can be used to add them to the *Silversword Newsmagazine* inventory. These are standards in the publishing industry. Students are required to complete the tutorial for QuarkXpress within the first two weeks of the semester. Tutorials for the other applications should be completed before the first issue is completed.

The *Silversword Newsmagazine* Office holds several Macintosh computers. They are to be handled with care.

1, 2 and 3 credits

- 1: Design and lay out at least one page per issue. Proofread, copy edit, and write short articles.
- 2: Write two major articles per issue. Assist in production and lay out one to two pages per issue.
- 3: Fulfill duties of editor or other titled position OR write three major articles per issue. Assist in production and lay out two to three pages per issue.

Your chance to get published

Having published work is valuable when looking for a job in the communication field. Take pride in the finished product as it will reflect your potential as an employee.

Goals: accuracy, proper grammar and punctuation, appropriate word use and style, balance and fairness in reporting, concise and clear writing, adherence to deadlines, logical and aesthetically pleasing layout, good photos and good use of photos, and effective advertising.

Picture perfect



Photos need to be developed ahead of the layout dates. When photo-taking and developing are left to the last minute, the entire publication process is held up.

Because this is a small operation, each staff member must think about their own photographic needs. Partnerships with other staff members can be arranged so that opportunities for good shots are not missed because of schedule conflicts.

Photos are to be scanned and adjusted in PhotoShop. When you complete the QuarkXpress tutorial at the beginning of the semester, you should also go over the photo-scanning process.

A photo morgue is to be kept in the Silversword Office. Students are responsible for making sure the photos they take are **filed properly so that they can be found again easily for future stories.**

Don't forget: Turn in a string book for each issue



Students are required to turn in a string book detailing their work for each issue. String books are due one week from the publishing date of the paper. Students are to list the articles they wrote, photos they took, pages they were responsible for laying out, and other duties completed for the issue.

Deadlines & cooperation



Deadlines: They are critical and will count against you if you don't meet them. There will be dates that stories should be submitted by, photos should be in by, and layouts should be completed by. Also, if your classmates fall behind, you must pick up the slack so that the paper gets to the printer on time.

Cooperation: This is perhaps the most important skill you can gain from this workshop. Putting together a newspaper is a cooperative effort. If you think you did all your work but the paper doesn't get to the printer on time, then you haven't met your responsibilities. The advisor will be on call to assist, but it is not the advisor's job to put the paper together. If you need help, have a question, or have a gripe, don't hesitate to call the advisor.

Grading: The bottom line

Attendance: 15%

Written Contributions & Photos: 25%

Design & Layout: 20%

Meeting Deadlines: 20%

Cooperation: 20%

See details on 1, 2 or 3 credits on page 1.

Everyone is responsible for helping with distribution of the Silversword Newsmagazine around campus and to off-campus sites

Respect your editors

Editors are ultimately responsible and are charged with giving assignments, editing your material

and asking you to redo that which needs to be redone. Their job is to oversee the layout work, too. Silversword staff can argue with an editor, but they make the final decision. If there is a serious disagreement or you feel editorial power is being abused, consult with the advisor. In some cases a staff member may receive contradicting information from his/her student editors. Instead of getting frustrated about it, bring it to their attention as well as the advisor's. Remember, even the editors are learning. Open discussions of problems help everyone work better together.

**Communication 371: Publication Workshop ..
Chaminade University of Honolulu
Syllabus, Spring 1999 for Advertising Manager
Advisor: Barbra Pleadwell**

A student taking this course for three credits may fulfill the requirements by filling the position of Advertising Manager. The advertising manager is responsible for soliciting advertising, negotiating ad rates and contracts, designing and producing ads when necessary, working with layout editor(s) to determine how ads will be layed into the paper, billing advertisers, and maintaining organized and clear records.

The advertising manager who decides to fulfill her/his requirement solely through work in this position must demonstrate efforts equal to that of her/his classmates taking this course. Logs of phone calls, visits, and follow up efforts should be maintained and submitted at the end of each issue for consideration in grading.

Communication with the editors of her/his activities is critical. The ad manager should provide staff with updates on the number and size of ads expected. Space reservation deadlines and camera ready deadlines must be set. It is the responsibility of the ad manager to maintain these deadlines. (NOTE: Never turn down an ad because it is a few days late.)

Advertising revenues are to be deposited into the Silversword account soon after they have been received. Statements should be sent to advertisers regularly with tear sheets. Following up with late payment or nonpayment is the responsibility of the advertising manager. The current ad manager is also responsible for following up on accounts overdue from previous semesters.