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ENG 4760-001 Special Topics in Professional Writing

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English 4760 / 4760Z: Special Topics in Professional Writing: Producing a Literary
Magazine (3 cr.)

Colleen Abel

Spring 2022: CH 3130, TR 200-315

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(Please allow 24 hours for a response)

Office: CH 3811

Office hours: TR 12:30-2:00; W 5-6 (virtual)

Required Texts

Miscellaneous readings (D2L)

Course Description

In this course, students will learn the ins and outs of producing a literary magazine by completing an issue of EIU's award-winning student-run magazine, *The Vehicle*. We will combine discussion of best practices in literary editing, print, and digital publishing, with nuts-and-bolts production of a full issue. Students will solicit and evaluate work, as well as produce, promote, and distribute the final product.

Learning Outcomes

By the end of the course, you should be able to

- Develop a working understanding of the editorial, production, and promotional processes associated with producing a periodical publication
- Develop technical skills in editing, document design, web design, professional communication, submission software, and project management
- Use effective collaborative strategies to work with others
- Learn to analyze, critique, and edit the creative work of peers and contributors
- Enhance the quality and reputation of *The Vehicle*

Course Delivery Method

This course will be delivered in person but will use D2L as our course hub. Our learning management system, D2L Brightspace, is at <http://www.eiu.edu/d2l>. If you need help, contact ITS User Services for technical support issues.

Email: support@eiu.edu

Phone: (217) 581-4357

Support Hours: 7:00 AM - 4:30 PM, Monday-Friday with your EIU NetID account or password, contact Campus Technology Support at (217) 581-4357 or support@eiu.edu.

Grade Breakdown

Journal Presentation: 100 points

Editorial Position Assignments: 300 points

Participation: 200 points

Reflective Exercises: 100 points

Contribution to Vehicle Handbook: 100 points

Quizzes: 100 points

Informal Retrospective Presentation: 100 points

Learner Participation Guidelines

Reflective Exercises: Throughout the semester, I will ask you to stop and answer some reflective questions about the things you're doing and learning. These will help you assess the nature of your collaborative efforts, reflect on strengths and weaknesses, and offer thoughts on what could be changed or improved upon, since large projects are always evolving, shifting endeavors.

Journal Presentation: Early on in the semester, I will ask each of you to present on a periodical similar to The Vehicle (i.e. a print or online creative arts / literary periodical). The goal here is to spend about five minutes walking the class through the periodical

you've chosen from a professional writing perspective. In other words, how would you characterize the design? What features do you notice? Think holistically: look at multiple issues. Look at their social media presence. How do they present work? What do you love about their vibe? What do you not love?

Quizzes: Don't be scared by the term "quizzes." We will be learning some technical skills in this course, and these quizzes are more like tutorial completions to help make sure you understand the basics of the skill at hand.

Participation: Participation is not the same as attendance. Think of them as two circles that overlap but that have separate components, too. In other words, COVID has made strictly enforced attendance policies useless. There may be times you need to quarantine. You may (hope not) get sick yourself. Please, please stay home if you've been exposed to COVID or feel ill. Encouraging you to do this is why I don't have a punitive attendance policy. However, your participation grade means that you will have responsibilities in putting the magazine out, and you need to meet those responsibilities. If other people have to pick up your slack consistently, that will affect your participation grade.

Editorial Position Assignments: The bulk of your grade will come from completing editorial position assignments. These will be position-specific tasks that are necessary to the production of the magazine. For example, copyeditors will be required to complete copyediting on all submissions. Fiction editors will be in charge of reading fiction submissions, selecting pieces, contacting writers, etc.

Contribution to the Vehicle Handbook: Toward the end of the semester, we will work toward putting a handbook together for future editorial teams. This handbook will be a cross between a professional writing style guide and a user's manual. Based on your own editorial position and expertise, you will be asked to contribute knowledge in your area to the handbook. More details will be available on D2L.

Informal Retrospective Presentation: In the last week of the class, I would like everyone to give a brief 3-4 minute presentation on something specific, useful and interesting you learned by doing your Vehicle work. Remember, everyone will have different roles, so this is a chance for you to step back and showcase how you fit in, and how your piece contributed to the whole. Informal doesn't mean you should just stand up and talk and have nothing prepared; it means that you do not necessarily have to have a "presentation" such as a Powerpoint or Google Slides layout. Pretend that we're trying to get funding to build the Vehicle up and you are in charge of explaining why your role is essential and maybe even why you should be paid for it (just pretend, y'all, sorry.)

Late work

When you're involved in the production of a periodical, or working on any collaborative writing / editing team, missing deadlines impacts everyone. (It's the kind of thing that can, and does, get people fired!) This is the late policy we will abide by this semester. Anytime lateness affects your ability to perform your tasks, that will negatively impact your participation grade.

What You Can Expect From Me

For emails, please allow me up to 24 hours to respond to your message; I may take slightly longer on weekends or in-semester breaks. For grades, please allow ten days for me to get back to you for large assignments, though it will likely take less time than this.

Classroom Etiquette

Perhaps the most important classroom policy of all concerns our learning environment. A successful learning community is one in which we can learn from people whose perspectives we might not necessarily share and I ask everyone to be constructive and mindful. Collaborative work can be hard. Egos can get in the way, and it's easy to have feelings about whether or not everyone is doing their fair share. Communication is essential to solving problems. Speaking our minds is a fantastic privilege of this environment, but doing so in an aggressive or hostile way helps no one.

If you engage in hate speech or bias toward protected groups, I am obligated to report this to the university.

EIU Policies

- Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct. Violations will be reported to the Office of Student Standards.
- Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center for assistance with time management, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee 1301.
- If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by McAfee 1210, or call 217-581-6583 to make an appointment.

Important Dates

Students with questions about these deadlines should contact the Registrar [(217) 581-3511, (217) 581-3831, records@eiu.edu].

- Jan. 14: Last day to add a class
- Jan. 24: Last day to drop a course with no grade
- Jan. 24: Last day to withdraw from all classes with full tuition and fees refund
- Feb. 7: Last day to withdraw from all classes with 50% tuition and fees refund
- Apr. 1: Last day to withdraw from a class

Course Schedule (subject to revision)

Week One: Monday January 10

T 1/11 Introductions to the course; Introductions to the Vehicle

R 1/13 What is a literary magazine?

Week Two: Monday January 17 (no class Monday, 1/17)

T 1/18 Introduction to editorial positions and responsibilities. Preference surveys.

R 1/20 **Journal Presentations**

Week Three: Monday January 24

T 1/25 Journal Presentation overflow. Planning Meeting: Print Issue. What do we have to work with?

R 1/27 In Design tutorial. InDesign quiz.

Event: journalist Rachel Monroe, January 27, 5 p.m.

Week Four: Monday January 31

T 2/1 Introduction to Submittable. Submittable quiz.

R 2/3 The role of art in the lit mag. Design basics

Week Five: Monday February 7 (no class Friday, 2/11)

Monday, February 7: Submittable opens for submissions

T 2/8 Editorial: print issue

R 2/10 Production for print issue.

Week Six: Monday, February 14

T 2/15 Production for print issue

R 2/10 Proofreading, layout, editorial note for print issue.

Event: Todd Kaneko, February 17, 5 p.m.

Week Seven: Monday, February 21

T 2/22 Principles of web design

R 2/24 Web design TBD

Week Eight: Monday, February 28

T 3/1 Social media analysis / Writing for social media

R 3/3 Social media planning

Week Nine: Monday, March 7

Monday, March 7: Submittable closes for submissions

T 3/8: Reading submissions

R 3/10: Reading submissions

Monday, March 14 Week of Spring BreakWeek Ten: Monday, March 21

T 3/22: Editorial meetings: Prose

R 3/24: Editorial meetings: Poetry

Week Eleven: Monday, March 28

T 3/29: Editorial meetings: Art

R 3/31: Copyediting & Editing for Accessibility

Week Twelve: Monday, April 4

T 4/5: Production for online issue

R 4/7: Production for online issue

Event: English Studies Conference, Wednesday 4/6Week Thirteen: Monday, April 11

T 4/12: Production for online issue

R 4/14: Final pass layout. Contribution to Handbook due

Week Fourteen: Monday, April 18

T 4/19: Final Proofreading. Social media planning.

R 4/21: Issue release. Promo blitz.

Week Fifteen: Monday, April 25

T 4/26: Informal Presentations

R 4/28 Informal Presentations