

## Literary and Academic Publishing Syllabus and Course Schedule

**Course:** ENGL 3323

**Section:** 201

**Time:** TR 3:30 pm – 4:50 pm

**Place:** D202 (Mass Comm)

**Office Hours:** M-R-10:00 AM -2:00 PM, or by appointment

**Instructor:** Dr. John Schulze

**Office:** BW 212

**Office Phone:** (940) 397-6249

**Email:** john.schulze@msutexas.edu

### Course Description:

Welcome to Literary and Academic publishing. This course is will be a hands-on learning experience that will result in the editing and publication of issues of a literary journal (*Voices*) and an academic journal (*JASAT*). Each week will consist of lectures and exercises on Monday and lab time to complete assignments on Wednesday. We will explore the history of the publishing industry and also develop skills with the latest publishing technology.

### Course Objectives:

- Develop skills in content editing and copy editing
- Develop strategies for reviewing and selecting manuscripts
- Develop skills in design and layout
- Develop strategies for marketing and distribution
- Practice the skills needed to critique the writing of others
- Practice effective written and verbal communication skills

### Required Text:

Readings for each week will be posted on our D2L page.

### Course Requirements:

Students will participate in all stages of the publishing process: solicitation, screening, editing content and appearance, realization, printing, and distribution. Each stage requires its own set of skills, so there will be ample time to learn and practice skills required for each stage. In order to do so, it is important that all readings/viewings are completed in a timely manner, and that all assigned exercised are completed according to the due dates listed on the course schedule. Occasionally, you will be required to do work outside of normal classroom time periods. For instance, you may be required to work a table at a Mustang Rally or a table in the Clark Student Center. These assignments will be listed in the course schedule so you ample time to fit it into your schedule. Before we begin, however, you will need an Adobe account to access the software programs we will be using.

**Adobe Accounts:**

“Each student has an Adobe account based on their @my.msutexas.edu email. When they try to login for the first time with that email, it will prompt them to confirm the email functions and set a permanent password. After that, they will use the password that they created to login to Creative Cloud. The computers aren’t restricted to only using Adobe accounts with usernames ending in @msutexas.edu and @my.msutexas.edu, so if they have an account independent of the university, they can log in with that one.”

In addition to completing all publishing stages for both publications, all students will submit a final portfolio that will consist of the following items:

- Revisions of original marketing material (cover design, poster, postcard, etc. ) based on feedback from instructor
- Revisions of letters (cover and query)
- Participation logs (all the hours you worked and what you worked on)
- A self-evaluation letter that address your performance in class over the semester

**How your grade will be determined:**

Marketing materials -	20%
Written Assignments -	20%
Portfolio -	50%
Journal Presentation -	10%
<hr/> Total –	<hr/> 100%

**Letter Grade System**

A = 90-100	B = 80-89
C = 70-79	D = 60-69
F = 0-59	

**My attendance policy:**

The only way to pass this class is to attend the scheduled class meetings. You are allowed three (3) absences. After that, each absence will drop your final grade by half a letter grade (5 out of 100 points). Tardiness is also unacceptable. Class begins at the scheduled time, and if you arrive after roll has been called, you will be counted absent.

**Academic Integrity/Intellectual Property/ Plagiarism Policy:**

Any student found submitting work other than his or her own will fail the course. There are no exceptions to this policy. Plagiarism is the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation (a parenthetical citation at the end and a listing in "Works Cited") whether you use that material in a quote, paraphrase, or summary. It is a theft of intellectual property and will not be tolerated, whether intentional or not.

**Student Honor Creed**

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters. We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student. We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

-- *Written and adopted by the 2002-2003 MSU Student Senate.*

### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services in Room 168 of the Clark Student Center, 397-4140.

### **Safe Zones Statement**

I consider this classroom to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is my expectation that ALL students consider the classroom a safe environment.

### **Campus Carry Statement**

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at: <https://mwsu.edu/campus-carry/rules-policies>.

## Course Schedule

I reserve the right to modify this schedule at any time

### Week 1

1/17- Introduction to Literary Publishing and Syllabus Distribution  
“What We Do”

1/19- Introduction to the Mac Lab and software  
InDesign and Illustrator

### Week 2

1/24- **Read:** Ch. 1 Editing- from *Bookmaking* (D2L)  
InDesign and Illustrator exercises

1/26- Marketing Material

- Purpose- Aim and rhetorical strategies
- Design- Composition and appeal

**Assigned:** Book Cover

### Week 3

1/31- Editorial Groups Assigned  
Intro to Submittable  
Screening of Submissions for *Voices*- - **Round 1**

2/2- **Read:** Ch. 2 Design and Production- from *Bookmaking* (D2L)  
Composition and Design  
Time to work on your Book Cover

### Week 4

2/7- **Read:** Ch. 4 Editorial from *Bookmaking* (D2L)  
Cover/Query Letters  
Acceptance/Rejection notes

2/9- Screening of Submissions for *Voices* - **Round 2**  
**Assigned:** Marketing Materials  
**Due:** Book Cover

**Week 5**

2/14- **Read:** Ch. 5 Typography from *Bookmaking* (D2L)

**Assigned:** Cover/Query Letter

**Assigned:** Journal Presentations

2/16- **Assigned:** Style Sheet

**Assigned:** Table of Contents

**Due:** Marketing Material

**Week 6**

2/21- Screening of Submissions- **Round 3**

**Due:** Style Sheet

**Due:** Table of Contents

2/23- **Due:** Journal Presentations

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

**Week 7**

2/28- Finalize accepted pieces- Send out acceptance/rejections notes

Finalize layout design- Style Sheet

**Due:** Cover/Query Letters

3/2- No Class. I'll be at the Elmer Kelton Writers Conference in San Angelo

**3/4- Mustang Rally at D. L. Ligon Coliseum-**

**Week 8**

3/7- Import Content

3/9- Import Content

**Week 9- Spring Break 3/13-3/18--No class**

**Week 10-**

3/21- Copy Editing of Content

3/23- Proofing of Format

**Week 11**

3/28- Final Proofing of Content  
Pre-Production

- Contact Printers
- Package content according to guidelines
- Upload content to printer's website (FTP)

3/30- No class, I'll be attending CEA in San Antonio

**Week 12**

4/4- Introduction to Literary Publishing—*JASAT*  
Editorial groups established

4/6- No class--Easter Break- 4/5-4/10

**Week 13**

4/11- Examine Proofs of *Voices* from printers  
Make applicable changes  
Approve and return proofs  
Import content into *JASAT*

4/13- Import content into *JASAT*

**Week 14**

4/18- Prepare Mailers

- Address labels for contributor copies (*Voices* and *JASAT*)
- Address labels for solicitation postcards

Copy Editing of Content (*JASAT*)

4/20- Copy Editing of Content (*JASAT*)  
Proofing of Format (*JASAT*)

## **Week 15**

- 4/25- Final Proofing of Content (*JASAT*)  
Pre-Production
- Contact Printers
  - Package content according to guidelines
  - Upload content to printer's website (FTP)
- 4/27- *Voices* Target Delivery Date  
**Distribution- Meet at the Voices Office- BW209**  
Prepare contributor copies  
Place copies in newsstands around campus

## **Week 16**

- 5/2- **Complete Portfolio**
- 5/4- **Final Words and Course Evaluation**