

**Magazine Layout and Production (Special Topics in Communication)**  
Comm 301-01

Office Hours: M/Wed 10am to 11am and by appointment  
Instructor: Amy Grimes-Potter  
Meeting Location: Creative Marketing, 3615 Newburg Road  
Phone: 552-2676 (cell)  
Email: amy@createmarketing.com

**THIS COURSE WILL MEET OFF CAMPUS**

When this course meets, you will be meeting at:  
Creative Marketing  
3615 Newburg Road, 40218

**Course Description and Learning Outcomes**

This is a three (3) credit hour course. Students will learn and explore the basic “ins and outs” of magazine production, from writing and interviewing, to marketing and sales, and even printing. This course takes an overall look at the production process of magazines. Additionally, we will cover a brief history of magazines. Finally, students will draw upon what they have learned to participate in the production of real magazine targeted at their peers.

Guest speakers and field trips may be included - speakers, venues and dates will be disclosed during class.

**Classroom Rules and Policies**

All cell phones should be silenced before entering class. Please be courteous to your peers and instructor - be prepared and on time to class. Please note this is a very “hands-on” class – therefore, be prepared to participate. Keep in mind that although we will not be meeting everyday, when we do, attendance is a necessary element for the success of your grade.

**Plagiarism**

Any work submitted in this class must be the students own work. You are encouraged to study and work together to formulate ideas and concepts. You can even give “consulting” help to your peers. However, this should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an email, an email attachment file, any type of computer file, hard copy, etc. **If copying occurs, all students involved will automatically receive a zero for the assignment. Further plagiarism may also result in the failure of this course. Just don’t do it!!**

**This Class Is A Business...**

Unlike many courses, this class will be run like a real business. Therefore, you will be treated like an employee. You are expected to treat the magazine with respect and that includes doing your share for the good of the magazine and treating your peers with respect. **LATE WORK WILL NOT BE ACCEPTED.** You will note that the “production” aspect is a huge portion of your grade. **In order to get full credit you must take this class seriously!** A good rule of thumb is to always stay in touch with me! Simply

“getting by” will not get you a passing grade in this class! If you do not have the time to commit to this class, I highly encourage you to consider dropping the course!

**Course Requirements and Performance Assessment**

Production (this will be a specific task you are assigned - i.e. writing, selling ads, etc.)	500
Media Kit Assignment	200
Reflection Paper	100
Other Assignments	200
<b>Total Possible Points</b>	<b>1000</b>

**Grading Scale**

A	900-1000
B	800-899
C	700-799
D	600-699
F	below 600