



**M:** Course Objectives / Learning Outcomes

Students will develop the skills required for freelance and in-house writing for magazines and industry-specific trade publications, along with an awareness of related responsibilities. This will be accomplished by studying relevant examples and background information; developing various writing assignments, from idea to completion; and participating in in-class workshop discussions.

**N:** Course Content:1. Analyze Genres

The student will:

- a) distinguish types of magazines and journals
- b) distinguish types of writing: profiles, service pieces, issue articles, personal experience features, cultural reviews, short features, long features

2. Research Potential Markets

The student will:

- a) research the market for specific topics of potential interest to a specific editor
- b) review periodicals for editorial bias and style
- c) investigate and examine online magazines
- d) develop editorial profile

3. Develop Text as Product

The student will:

- a) research audience-specific and genre-specific material
- b) learn and apply interviewing techniques used in writing feature articles
- c) produce outlines for various articles
- d) write
  - short profile (approximately 500 words)
  - short feature (800-1200 words)
  - long feature (2000 - 2500 words)

4. Work to Schedule and Deadlines

The student will:

- a) develop timelines and action plans to meet objectives
- b) develop prioritizing skills to meet deadlines
- c) utilize problem-solving strategies to meet objectives
- d) utilize skills necessary to maintain scheduling deadlines

5. Evaluate Product

The student will:

- a) develop specific client-centred revision and editing strategies
- b) work collaboratively with other students to refine the written product
- c) provide editorial response to other students' products

6. Market the Product

The student will:

- a) produce general and specific query letters
- b) develop text for specific editorial markets
- c) utilize follow-up strategies

The student may also pursue professional publication of writing produced in this course.

7. Freelance Writing

The student will:

- a) learn business and survival strategies for successful freelance writing
- b) develop an understanding of how writers and editors work together
- c) learn to use the terminology of the magazine publishing industry
- d) investigate aspects of online publishing possibilities

**O:** Methods of Instruction

The course will be conducted in a workshop format in order to facilitate student evaluation of manuscripts. There will also be professional guest speakers invited, as well as some field activities.

**P:** Textbooks and Materials to be Purchased by Students

Students will be required to purchase a text which reinforces and expands on elements of preparing and writing magazine features as taught in class. For example:

Blundell, William. Art and Craft of Feature Writing, Plume Pub., 1991.

**Q:** Means of Assessment

Evaluations will be based on this general outline:

Magazine analysis		5%
In-Class Participation	20%	
Query and Outline		10%
Profile		15%
Short Feature		20%
Long Feature		<u>30%</u>
		100%

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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 Course Designer(s)

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 Education Council / Curriculum Committee Representative

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 Dean / Director

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 Registrar