



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **INSTRUCTIONAL** Date: **October 12, 2001**
 B: Department/ Program Area: **LANGUAGE, LITERATURE AND PERFORMING ARTS Creative Writing** New Course Revision
 If Revision, Section(s) Revised: **H, P, R, N, Q**
 Date Last Revised: **November 20, 1997**

C: **CRWR 401** D: **Writing for Magazines and Trade Publications** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This course develops the skills necessary to write for magazines and industry-specific trade publications, and focuses specifically on writing feature articles. Students will obtain practical experience in analyzing publications, developing story ideas, submitting queries, interviewing and researching, and writing various types of articles. The course also prepares students with strategies for working as a freelance writer.		
G: Allocation of Contact Hours to Types of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Workshop Number of Contact Hours: (per week / semester for each descriptor) 4 Number of Weeks per Semester: 14	H: Course Prerequisites: Acceptance into PRFU Program or Permission of PRFU Coordinator and Instructor plus satisfactory result on College Writing Assessment or substitution/equivalent as stated in College Calendar. I: Course Corequisites: None J: Course for which this Course is a Prerequisite: None K: Maximum Class Size: 30	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input checked="" type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

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 Content1. 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

Course Designer(s)

Education Council/Curriculum Committee Representative

Dean/Director

Registrar