ENGL 80 Course Outline as of Fall 2010

CATALOG INFORMATION

Dept and Nbr: ENGL 80   Title: SML PUBLICATION WKSHP
Full Title: Small Publications Workshop
Last Reviewed: 5/6/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	3.00	Lab Scheduled	3.00	14	Lab Scheduled	52.50
		Contact DHR	0		Contact DHR	0
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00   Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
Workshop in creating a "small press" book or magazine from the first stages of developing and editing material through the final details of print production. Students will work on the Santa Rosa Junior College community annual, First Leaves, and individual projects.

Prerequisites/Corequisites:

Recommended Preparation:
Completion of ENGL 100B or ENGL 100 or ESL 100.

Limits on Enrollment:

Schedule of Classes Information:
Description: Workshop in creating a "small press" book or magazine. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Completion of ENGL 100B or ENGL 100 or ESL 100.
Limits on Enrollment:
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer: Effective: Inactive:

UC Transfer: Effective: Inactive:

CID:

Certificate/Major Applicable:
Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:
The students will:
1. Analyze critical approaches to poetry, short fiction and art.
2. Establish evaluative criteria for selecting poetry, short fiction, and art on standards outside of critical approaches, such as audience, presentation, and printing standards and costs.
3. Proofread, using common proofreading markings.
4. Budget a printing project, from concept to final product.
5. Analyze aspects of small press publication, including marketing techniques, copyright law, and distribution techniques.
6. Identify a variety of common printing methods.
7. From paper catalogs, students will select common paper types and sizes, determining grain, finish, and cutting directions for press and cost advantages.
8. Identify fonts and spec type in standard classes.
9. Use both manual and computer-programmed steps for layout for type and art.
10. Size originals to printing size by use of a reduction wheel.
11. Perform assigned steps in printing, including shooting and stripping negatives and collating printed materials.
12. Identify standard binding methods.

Topics and Scope:

1. Materials for Publication.
   A. Poetry and short fiction.
      1. criteria for acceptance
      2. expectations of and suitability for audience
      3. expectations of editorial group
   B. Artwork.
      1. camera-ready printability of materials

      2. criteria for acceptance
      3. expectations of and suitability for audience
      4. expectations of editorial group
2. Small Press Publication.
    A. Marketing.
      1. soliciting materials
      2. advertising for a specific market
      3. distribution
    B. Copyright law and releases.
3. Printing.
    A. Examine offset, xerography, laser, inkjet, and other methods
    B. Layout study.
      1. thumbnail sketches, roughs, final designs
      2. dummy books
      3. paste up and camera-ready art
    C. Type study.
      1. measurement and specs
      2. readability
      3. computer typesetting
    D. Paper study.
      1. grades, finishes, grain direction, and weights
      2. pricing and cutting from parent stock
    E. Printing Images
      1. halftone and line negatives
      2. scaling originals - percentages for reduction and
        enlargement
      3. cropping
      4. shooting and stripping negatives
      5. computer scanning methods
    F. Collating and binding methods.

Assignment:

STUDENTS WILL:
1. Research and make quality comparisons of printing techniques
   from traditional offset to xerography, inkjet, and laser processes.
2. Study and collect paper samples and solve costs and cutting
   problems for a mock book.
3 Research and collect font samples, examining type-specification
   problems in traditional and computer methods.
4. Study binding methods.
As members of the editorial group to create the college's literature
and art review, students:
1. Prepare ads, submission materials, page layout, and cover
   art from rough thumbnail sketches to final print-ready art.
2. Examine poetry, short fiction, and art, establishing
   criteria for selecting materials to be printed.
3. Select materials to be printed, justifying their selection
   for specific audience.
4. Decide on printing order of selected materials, justifying
   their decisions by content.
5. Determine length of magazine and select papers, justifying

their choices by selected design, paper pricing, and total costs for the run.
6. Study and select fonts, justifying their design choices.
7. Maintain a budget of project costs.
8. Study proofreading methods and proof selected copy for magazine.
9. Lay out typeset pages, either manually from prepared typesetting or by microcomputer.
10. Complete computer typesetting and layout.
11. Size and shoot line negatives, and size and order half-tones.
12. Strip negatives for platemaking.
13. Collate final printed pages.
14. Distribute completed magazine.
15. Write a final evaluation of their individual roles as members of the editorial group for the college's literary magazine.

As part of the student's individual project, students:
1. Write a proposal and justification for an individual project incorporating course content.
2. Prepare individual projects from roughs to camera-ready art.
3. Report estimates for printing a set number of copies of their projects.
4. Write a final evaluation of their individual projects.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Reading reports, Final eval. of projects & roles as editors.	Writing 10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Quizzes	Problem solving 25 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, PROJECT UP TO CAMERA-READY ART	Skill Demonstrations 25 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Completion	Exams 5 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation.	Other Category 5 - 20%

Representative Textbooks and Materials:
POCKET PAL: A Graphic Arts Production Handbook, 18th ed. 1997.
  International Paper. (ISBN 9997708458)
Mark Beach and Eric Kenly, GETTING IT PRINTED: How to Work with Printers
  and Graphic Imaging Services to Assure Quality, Stay on Schedule and
  Control Costs, 3rd ed. 1999. North Light Books (ISBN 08134581)
Robin Williams, THE NON-DESIGNER'S DESIGN BOOK, 1999 Addison Wesley
  (ISBN 1566091594)
Frank Cost, POCKET GUIDE TO DIGITAL PRINTING, 1996, Delmar
  (ISBN 0827375921)
Robin Williams, THE PC IS NOT A TYPEWRITER, 1992, Addison Wesley
  (ISBN 0938151495)