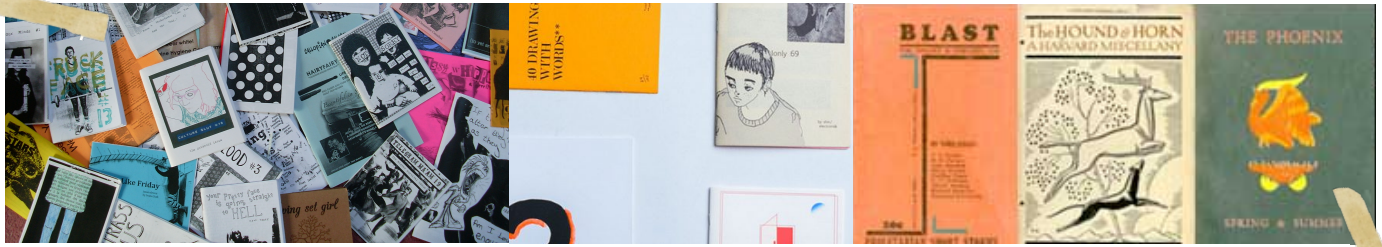


RYERSON UNIVERSITY
DEPARTMENT OF ENGLISH



From left to right: newpaltz.libguides.com, <http://www.scoutmag.ph/culture/art-design/behind-zines-looking-local-zine-culture-scout-20180215>,
<http://collections.conncoll.edu/littlemags/>

ENG 340: Practicum – Making Little Magazines

Fall 2020

Instructor: Dr. Lauren Kirshner

When and Where: Wednesdays, 9 am – 12 noon, Zoom <https://ryerson.zoom.us/j/96301541399>

Professor Kirshner's office: In the cloud

Office Hours: Wednesdays, 12:30 pm – 2:30 pm or by appointment

Email: lauren.kirshner@ryerson.ca

little magazine

n.

A noncommercial, usually literary magazine with a limited circulation. (The Free Dictionary.com)

zine also 'zine

n.

1. An inexpensively produced, self-published publication. (The Free Dictionary.com)

Calendar Description

Topics for this experiential course vary from year to year, in order to allow instructors and students to take advantage of new opportunities for applying literary knowledge. For information about the experiential and/or service learning topic each year, students should check the Department of English website or contact the Program Administrator.

Detailed Description

Making Little Magazines dives into the exciting world of literary magazines and guides students through the creative process of making a magazine of their own. Drawing on historical documents and dynamic forms, from punk zines to poetry journals, students discover the history of the genre and learn practical publishing skills from editorial to design to distribution through short synchronous lectures, hands-on activities, and workshops. Beginning with the premise that the 21st century has reshaped the experiences of writers, editors, designers, distributors and readers, students explore magazine publishing as a multi-platform and ever-shifting industry in which tradition and change are in tension. Students learn how the little magazine developed at the turn of the 20th century as a vehicle for literary outsiders and the *avante garde*, before moving on to explore how little magazines today are a platform for alternative voices and viewpoints. Students learn how creators start and plan little magazines and zines, develop editorial mandates, manage the editorial process, write original content, and distribute and market their publications. Students also study how image and text intersect through an analysis of branding, logos, and typography, and delve into how magazines develop web presences. *The course culminates in students making a little magazine or zine of their own.* The experiential design of this course requires weekly in-class participation in our synchronous classes.

Delivery Mode: 1.5 hour lecture/discussion, 1.5 hour independent writing and activities.

Here is our Zoom link: <https://ryerson.zoom.us/j/96301541399>

Follow this link every Wednesday to join our weekly class. We begin at 9:10 am. Usually, we'll meet for about 1.5 hours, but longer on presentation days. I remain in our room to answer questions after our meetings end.

Course Goal/Student Learning Outcomes:

By the end of this course, students will:

- Have foundational historical knowledge of magazine and zine publishing in North America
- Understand the current state of the magazine publishing industry in North America and the ways in which little magazines contribute to 21st century literary culture
- Know how to compose professional emails, and other publishing industry correspondence
- Be adept at developing editorial philosophies and submission guidelines
- Understand how the publishing process works from editorial to design to circulation
- Give and receive constructive feedback in a workshop setting with colleagues
- Be stronger and more poised professional presenters
- Create a concept-driven little magazine or zine in hard copy using publishing techniques

Required Reading:

Main course text:

Phillips, Lorraine. *Publish Your First Magazine (Second edition): A Practical Guide for Wannabe Publishers*. Atlanta: 360 Press, 2015.

Articles (all available on D2L):

Barnard Zine Library. Barnard College, 2020, <https://zines.barnard.edu>

Barr, C.J. (2013). *Self-Publishers of the World Take Over*. <https://www.youtube.com/watch?v=9Qfev2293Ic>

Barsanti, M. "Little Magazines." *Serials Review*, vol. 44, no. 1, 2016, pp. 1-3.

Blurb. "The Art of Making and Self-Publishing Zines." <https://www.blurb.com/blog/zines-and-self-publishing/>

Helvetica. Directed by Gary Hustwit. Veer Productions, 2007.

Heller, S. & Illic, M. *Stop Think Go Do: How Typography and Graphic Design Influence Behaviour*. (Excerpt).

Lependorf, Benjamin. "A Decade or So of Little Magazines: A Reader's Perspective." *The Little Magazine in Contemporary America*, edited by Ian Morris and Joanne Diaz, University of Chicago Press, 2015, pp. 1-15

Kuebler, C. "Making a Living a Life out of Little Magazines." *The Little Magazine in Contemporary America*, edited by Ian Morris and Joanne Diaz, University of Chicago Press, 2015, pp. 175-185

Merriman, B. "The Editorial Meeting." *Journal of Contemporary Ethnography*, vol. 46, no. 4, 2016, pp. 440-463. From *The Art of Making Magazines*. Navakys, V, and Cornog, E. (Eds). New York: Columbia University Press, 2012, pp. 47-60.

Myers, Roberta, "How to Become the Editor-in-Chief of Your Favourite Women's Magazine." From Seager, Charlotte. "So You Want to Break into Publishing?" *The Guardian*, 16 February 2016. <https://www.theguardian.com/careers/2016/feb/15/by-the-book-six-ways-to-break-into-publishing>

Schilt, Kristen. "I'll Resist with Every Inch and Breath: Girls and Zine Making as a Form of Resistance." *Youth and Society*, vol. 35, no. 1, 2003, pp. 71-97.

Assessment

Process and Participation – 10% **Throughout**

Little Magazine Fair Assignment– 15% **Wednesday September 30**

Writing Sample Assignment – 15% **Wednesday October 21**

Quiz – 15% **Wednesday November 4**

Magazine Project - Vision Presentation – 20% **Wednesday November 11**

Magazine Project - Final Product – 25% **Friday December 11 (or earlier)**

Wednesday December 2 (sneak preview)

Method of posting grades

I return written work within two weeks.

Office hours

Book an appointment to see me if you are feeling stuck about any of this course assignments, the earlier, the better. Creativity is not always a linear process and it can help tremendously to talk your ideas through with me.

Description of Assignments/Assessments

Process and Participation – 10% Throughout term

Process work includes in-class tasks and posting of material on discussion threads and professional email assignment. See assignment sheet on D2L.

Little Magazine Fair Assignment – 15% Wednesday September 30

For this assignment, you will analyze the “off-the-beaten-track” magazine or zine – not published by a major publishing conglomerate – you received from me in the mail for a) content; b) style; c) appearance; and d) personnel. Then, you will present your findings to the class in a well-organized and cogent 5-7-minute Zoom presentation. The purpose of this assignment is to analyze and familiarize yourself with the genre and to collectively learn about the breadth of the literary magazine publishing industry in Canada and the U.S. (and introduce us to some of the outlets you may one day work at). For more information, see assignment sheet on D2L

Quiz – 15% Wednesday November 4

This quiz covers the theoretical concepts you have learned in this course and material introduced during our Zoom sessions (and includes the readings assigned for this day). Format is short answer, multiple choice, and fill-in-the-blanks.

Magazine Assignment 60% – October 21, November 11, December 11

Writing Sample Assignment – 15% Wednesday October 21

For this assignment, you will hand in a sample of the writing (content) you intend to publish in your little magazine. You may hand in up to 1000 words of text. This can be a single feature article or several short articles (or stories or poems or any other written content which you have created to appear in your magazine). This writing will reflect your magazine’s editorial philosophy and showcase your writing abilities to their fullest degree. I will provide you with written feedback and perhaps suggest graphic layouts that will pair well with your writing. I may also refer you to secondary sources. For more information, see assignment sheet on D2L.

Vision Presentation – 20% Wednesday November 11

As presenter: In a succinct **7-8 minute presentation**, accompanied by well-designed Powerpoint slides, you will present your vision and plan for your magazine. You will address the questions on the assignment sheet (in whatever order you choose) and provide us with a broad overview of your magazine using relevant visual examples.

As workshop member: you will listen carefully to each presentation, and, with the theories and skills learned in the course, write a response to each vision presentation. You should comment on at least three aspects of the magazine (editorial design, focus, magazine name, visuals, etc.). Your feedback will be constructive and actionable – i.e. talk about things you like, but also note issues of concern. You will post your comments on the D2L discussion thread by 5 pm. For more info, see assignment sheet (“Vision session peer to peer feedback instructions”) on D2L.

Final Product – 25% Friday December 11 (this may be negotiable)

For this assignment, you will create one issue of a literary or other little magazine or zine using the theoretical and practical knowledge about editing and publishing you have learned in the course. We will talk much more about this during class and you will be supported by me and your peers throughout this process. For more information, see assignment sheet on D2L. Usually, students submit their final assignments via hard copy, and this is preferable, since you are making a physical magazine. But due to the restrictions we are now under, you may also submit a digital copy, provided that the images are clear and annotated where necessary.

Course Schedule

	Date	Topic	Read (before class)/hand in
Part 1: Introduction to Publishing and Little Magazines and Zines			
1	Wednesday September 9	Course introduction -A short history of publishing -Varieties of publications	Phillips. Chapter 1. Magazine Fair assignment distributed
2	Wednesday September 16	A history of the little magazine	Barsanti. "Little Magazines." Lependorf. "A Decade or So of Little Magazines: A Reader's Perspective." <i>Due before class: professional email</i>
3	Wednesday September 23	Zines: Origins and into the 21 st Century	Blurb. "The Art of Making and Self-Publishing Zines." Duncombe. "Zines." Schilt. "I'll Resist with Every Inch and Breath." Screening: <i>Self-Publishers of the World Take Over</i> <i>Due before class on discussion thread: your top five preliminary ideas (see "process work" handout on D2L)</i>
4	Wednesday September 30	Little Magazine Fair	Magazine Fair assignment due Writing sample assignment distributed
Part 2: Creating Little Magazines and Zines			
5	Wednesday October 7	Planning a magazine Creating your TOC	Phillips. Chapter 2-4 Gay. "10 Reasons Personal Essays Get Rejected." <i>Due before class on discussion thread: title and genre and editorial philosophy (see "process work" handout on D2L)</i> Vision Assignment distributed Final assignment distributed
	Wednesday October 14	No class (reading week)	
6	Wednesday October 21	Editorial Processes From the Writer's Point of View Editorial Meeting	Kuebler. "Making a Living a Life out of Little Magazines." Myers. "How to Become Editor-in-Chief of Your Favourite Women's Magazine." Writing Sample assignment due Guest speaker: <i>Huffington Post</i> journalist
7	Wednesday October 28	Design Branding Typography	Phillips. Chapter 5 Design reading (PDF on D2L) Screening of <i>Helvetica</i> Guest speakers: <i>White Wall Review</i> editors
8	Wednesday November 4	Marketing Production and Printers Advertising Circulation and Distribution	Phillips. Chapter 6-12 Quiz
9	Wednesday November 11	Vision Presentations	Vision Presentation script due Tuesday November 10
10	Wednesday November 18	One-on-one appointments	Email me for an appointment.
11	Wednesday November 25	Legal and Business Plans Work period	Phillips. Chapter 13 and 14
12	Wednesday December 2	Celebration Internships in the Industry	Seager. "So You Want to Break into Publishing?" Sneak preview of magazine

Communication with me

I am accessible by email and respond within a day (excluding weekends). Remember: your emails are professional communications. Represent yourself professionally – as a writer and publishing professional – by using the guidelines established in the email assignment. Use a salutation (i.e.: Hi/Dear/Hello Lauren/Dr. Kirshner/Prof. Kirshner) and a valediction (All best/Sincerely/your name). If your question lends itself to a fuller discussion, make an appointment to see me during office hours.

Attendance

A portion of your mark in the course is drawn from your in-class presentations and participation in discussions and workshops. This course requires virtual attendance at our synchronous lectures on Zoom. If you are aware of circumstances that will prevent you from attending class, this is not the right course for you.

Late Policy

The penalty for late submission in the Department of English is 5% per day, including weekends, up to a maximum of seven days. If you're struggling with a deadline, make an appointment to see me during office hours – let's discuss it.

Punctuality

We use Ryerson time, and begin class at ten minutes past the hour. Strive to arrive ten minutes before class begins to set up your writing materials and get settled.

Classroom etiquette

Don't text, web browse, game, or watch movies while I'm teaching or your colleagues are speaking.

Concerns/Issues with the course

Should you have any concerns with the course work, or if you do not understand an assignment, please make an appointment to see me as soon as possible. I am here to support your learning and no question is too great or small. I look forward to getting to know you and reading your work!

English Department Policies

Student Resources

Academic Integrity <http://www.ryerson.ca/academicintegrity/>

Academic Accommodation Support <http://www.ryerson.ca/studentlearningsupport/academic-accommodation-support>

Personal counselling (free + confidential) <http://www.ryerson.ca/counselling/index.html>

Financial Assistance <https://www.ryerson.ca/sfa/>

Learning Support <http://www.ryerson.ca/studentlearningsupport/index.html>

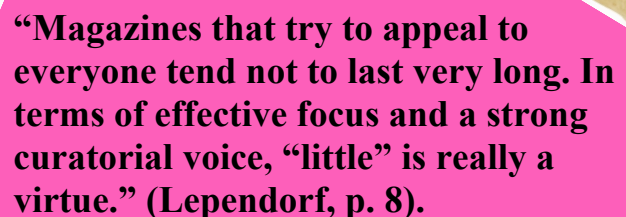
Medical Centre <http://www.ryerson.ca/healthandwellness/medicalcentre/>

Ryerson Student Union <http://www.rsuonline.ca/index.php>

Student Affairs <http://www.ryerson.ca/studentaffairs/index.html>

Writing Support <http://www.ryerson.ca/studentlearningsupport/writing-support/index.html>

Ryerson calendar and student guide <https://www.ryerson.ca/calendar/>



“Magazines that try to appeal to everyone tend not to last very long. In terms of effective focus and a strong curatorial voice, “little” is really a virtue.” (Lependorf, p. 8).