

***The Sierra Nevada Review* Editing Workshop**
ENGL 310: Introduction to Literary Publishing

Mondays, Wednesdays 1:00-2:15

Prim 216

Spring 2015

Instructor: Laura Wetherington
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Office: 2nd floor TCES
Office Hours: Mondays and Wednesdays, 11:30 a.m.-1:00 p.m. & 4-5 p.m.

Course Description

This course offers students a foundation in the principles and practices of editing for a literary journal. Students in this class function as readers for the *Sierra Nevada Review*, where they gain practice in reading and commenting on submissions to a literary journal. In addition, this course covers a basic introduction to the field of literary publishing, publicity and social media, blogging, book reviewing, submissions, email etiquette, advertising, copyediting, and InDesign. Students who successfully complete ENGL 310 become editors and enroll in ENGL 410. This class is run in conjunction with English 410 and the graduate class ENGL 510.

Required Texts

1. Einsohn, Amy. *The Copyeditor's Handbook: A Guide for Book Publishing and Corporate Communications*. 3rd ed. Berkeley: University of California Press, 2011. ISBN: 9780520271562
2. Gardiner, Linda, Stephanie G'Schwind, Julie Koo, Jeffrey Lependorf, and Natasha Panza. *The CLMP Intern Training Manual* (on Moodle)
3. 2014 *Sierra Nevada Review*
4. 2015 *Sierra Nevada Review* Galleys

Optional Text

5. University of Chicago Press Staff, Eds. *Chicago Manual of Style*. 16th ed. Chicago: Chicago UP, 2010. ISBN: 9780226104201

Student Outcomes

On successful completion of this course, students will be able to navigate the Submittable database, construct compelling arguments for and against inclusion of submissions for publication, develop a basic understanding of the contemporary field of college literary journals, sharpen skills in analytic and social media writing, and participate in light copyediting. They will produce a professional portfolio of editorial work, which they can use when applying for editor jobs. In addition, they will have an idea of the areas of literary publishing they're most interested in (design, marketing, editing, for example), and will be able to cater their work in the ENGL 410 class to those interests.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Ability to meet reading and writing deadlines
2. Collaboration and initiative in a diverse learning environment with faculty and graduate students
3. Portfolio of written work

COURSE POLICIES

Grade Breakdown

There are 14 small projects, one due each week except for the first week, exam week, and over spring break. The projects are due by Wednesday's class time and are worth 10 points each.

The final portfolio is worth 30 points.

Required and Optional Participation

Undergraduate students will participate in weekly class meetings, and read and comment on submissions online.

Discussion meetings are optional and will be held outside of class time, over Google Hangouts, so that both undergraduates and graduates are able to attend.

In addition, in the fall semester, the students serve as initial judges for the High School Writing Contest and the Cover Art Contest.

Turnitin.com

All written work (small projects and the final portfolio) are due on turnitin.com. Please add the class ENGL 310: Spring 2015 using the class id 9131985 and password bluebird.

Submittable

Engl 310 students are encouraged to read and comment on submissions sent to the Editorial Table in Submittable. You can access the database of submissions at submittable.com and log in with the email address sncreview@sierranevada.edu and the password Password2.

Attendance

Because much of the work and learning for this course depends on the successful collaboration and cooperation of all class members, attendance and active participation are required throughout the semester, and they will contribute to your grade. Please plan to attend every class and stay for the entire period. If you know you will need to leave early on any given day, please let me know before class begins.

After your third absence, missing classes will begin to affect your grade. Chronic lateness will accrue toward absences.

Some absences are excused and do not adversely affect students' grades. All excused absences require documentation. These include absences followed by a note from a medical facility identifying you were under medical care during scheduled class time and absences followed by documentation of a school-related trip. Other absences may be excused if the situation warrants. It is the students' responsibility to see me to discuss the nature of the absence.

When you plan to be absent, you are responsible for making arrangements in advance for turning in assignments that are due while you are away. Please make it your responsibility to find out what you missed in class and to be fully prepared for the next session.

Office Hours

Feel free to drop by my office if you have any questions or problems concerning this class. If you are unable to see me during my office hours, send me an e-mail and we can set up an appointment that fits into your schedule.

SPRING 2015 READING AND ASSIGNMENT SCHEDULE

The dates below are due dates. Please complete the assignments and readings in advance of class time. This schedule is subject to change. You are responsible for keeping up with in-class and email announcements about changes to our schedule.

Week One

W 1/21

Introductions, Syllabus

Week Two

M 1/26, W 1/28

Introduction to Literary Publishing

OPTIONAL DISCUSSION MEETING: 1/28 5 pm-6 pm pst

Week Three

M 2/1, W 2/4

Feedly for Journals, Literature, and the Arts

Week Four

M 2/9, W 2/11

Introduction to Publicity and Social Media

OPTIONAL DISCUSSION MEETING: 2/9 5 pm-6 pm pst

Week Five

M 2/16 President's Day—NO CLASS, W 2/18

Blogging

OPTIONAL DISCUSSION MEETING: 2/18 5 pm-6 pm pst

Week Six

M 2/23, W 2/25
Book Reviewing

Week Seven

M 3/2, W 3/4
Submissions Discussions

Week Eight

M 3/9, W 3/11
Communication with Authors: Solicitations, Permissions, etc.

Week Nine

M 3/16 –SPRING BREAK
W 3/18—SPRING BREAK

Week Ten

M 3/23, W 3/25
Advertising 1, Newsletters

Week Eleven

M 3/30, W 4/1
Advertising 2, Ad Exchanges and Copy Trades

Week Twelve

M 4/6, W 4/8—CLASS CANCELLED
Basic Copyediting: Us & Them

Week Thirteen

M 4/13, W 4/15
House Style

Week Fourteen

M 4/20, W 4/22
Editorial Project: Prose

Week Fifteen

M 4/27, W 4/29
Editorial Project: Poetry

Week Sixteen

M 5/4 Last day of class, W 5/6 No class-study day
InDesign

May 17th by 11:58 pm

Final Portfolio Due

Sierra Nevada College Mission Statement: Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

Core Themes: Liberal Arts, Professional Preparedness, Entrepreneurial Thinking, Sustainability

Learning Differences: In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu.

The Honor Code: The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code: SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.