



Syllabus

ENG 225 Literary Journal Publishing

General Information

Date October 28th, 2021

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Department Humanities

Course Prefix ENG

Course Number 225

Course Title Literary Journal Publishing

Course Information

Catalog Description In this course students will be involved in the publication of an international literary journal founded at FLCC. Students will have the opportunity to garner online submissions, select pieces for publication, and promote the journal on campus. In addition, students will maintain an online presence for the journal. This is a hands-on course and students with creative writing, digital media, or visual art backgrounds will benefit from participating in creating and maintaining a literary community. This is a required course for the AA Creative Writing program and meets the SUNY General Education requirement for Art.

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

ENG 102 and ENG 110 or DIG 100

Co-requisites

None

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

The Arts

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Evaluate and select publishable creative works including poetry, fiction, nonfiction, and visual art using online submission programs.
2. Generate online content that engages the journal's audience and promotes a literary community.
3. Promote the sharing of creative work in an electronic setting including online and social media accounts.
4. In a digital in-class presentation, reflect on how they improved professional communication skills for the literary publishing community.

Outline of Topics Covered

Defining the Literary Journal

- The literary journal's purpose in the world of publishing
- Outlining the criteria for a successful literary journal
- Analysis of popular literary journals (international, national, and college)
- History of literary journal publication at FLCC

Literary Community

- Defining a literary community and how to make meaningful contributions to its growth
- Designing a literary community project

Electronic Resources

- Learning to use programs such as Submittable
- Understanding the electronic submission process
- Analyzing submissions in an online environment
- Utilizing the internet and social media to promote the journal

Promotion and Advertising

- Promoting the journal on campus
- Building effective communication skills with sponsors and supporters
- Advertising online and in the community
- Garnering submissions

Evaluating Online Submissions

- Effective reading, interpretation, and assessment of poetry, fiction, creative nonfiction, and visual art
- Managing rejections
- Detailing requested revisions to accepted work
- Professional and effective communication with contributors

Online Design and Layout

- Grouping accepted pieces in a way that enhances the reading experience
- Understanding the benefits and downsides of branding
- Selecting a digital cover design
- Collaborating with a graphic designer

Program Affiliation

This course is required as a core program course in the following program(s)

AA Creative Writing