

The York Review

How can design and layout principles help create custom branding recommendations for local clients?

Description

WRT 230 students learn editorial and publishing practices such as submissions reading, assisting with marketing and proofreading, and distribution. WRT 330 students build on these skills, applying editorial and publishing guidelines to the practices learned in WRT 230. Then, WRT 430 students define and execute editorial policy, and vet stages of publishing by line-editing with authors, final proofreading, and working with printers or online publishing. The multi-level nature of the course allows returning students to engage in leadership roles by collaborating with less experienced peers.

Final Products

Students develop a series of deliverables throughout the project including weekly publishing work, reflection writings, two pieces (submitted anonymously throughout the semester) for the weekly editorial meetings and class discussion/review, community engagement to promote The York Review and gather submissions, and a final portfolio and presentation. The students will also produce The York Review products that will be distributed in print and electronically.



Writing



WRT 230: Student Publications I
200-400
Level Credit Opportunities
HiPi Course



Taught by
Dr. Travis
Kuroswski



Students

Why THIS project for THESE students?

Student publications attract students who want to create their own educational experience by making culture for the wider campus community. Many students are English or Writing majors, but majors from across campus enroll—Business, Mass Communication, Chemistry, and more. Student publications allow students from any background or experience to learn by crafting arts, literary, audio, and digital spaces for campus to communicate, entertain, and thrive.

“I learned how to work on a creative team and work toward a common goal. I learned to maintain professional communications, manage a workload, production calendar, and expectations, all part of what I do in digital marketing.”

- Austin Wolfe '17, Digital Marketer, NYC



Learning Outcomes

What skills did students develop through completing this course?

Students will demonstrate and explain high editorial standards.

WRT 230

- Understand and engage in **basic elements** of publishing.
- Understand the **importance of contemporary publishing texts** such as periodicals and books.
- Become adept at the submissions and reviewing processes and demands.

WRT 330

- Understand and engage in **major elements** of publishing.
- Understand the **importance of contemporary publishing texts** such as periodicals and books.
- Become adept at making editorial decisions.

WRT 430

- Understand and engage in **all elements** of publishing.
- Understand the importance of **all parts of contemporary publishing texts** such as periodicals and books.
- Become adept at overseeing publishing and editorial processes.

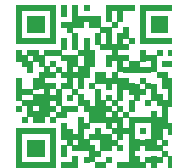


Context

How does this project support the community?

Student publications—which by definition are for an audience of others—require working across editorial teams, campus, and the wider community. Students will be mentored and given points to actively engage across those areas of the community.

In order to effectively produce and promote The York Review magazine, The York Review website, and the Rough Draft podcast, students must actively engage with the campus and the wider community.



Scan the QR code to listen to the Rough Draft podcast.