

# HANDS-ON MAGAZINE COURSES

Ryerson University's G. Raymond Chang School of Continuing Education offers you information-packed, career-building courses and the expertise of senior industry professionals. Space is limited, so enroll now for **Winter 2012**:

## 42-Hour Courses (14 weeks)

### Magazine and Website Publishing (CDJN 112)

\$594, Mondays, Jan 09-Apr 09, 6:30-9:45 p.m.  
Instructor: **D.B. Scott**, Consultant

An overview of the business challenges and opportunities confronting magazine publishers today. Industry guest speakers provide insights.

### Magazine and Website Editing (CDJN 113)

\$594, Mondays, Jan 09-Apr 09, 6:30-9:45 p.m.  
Instructor: **Penny Caldwell**, Editor, *Cottage Life*

A step-by-step introduction to print and online magazine editing, with an emphasis on learning job skills in a workshop environment.

### Introduction to Magazine Design (CDJN 116)

\$594, Tuesdays, Jan 10-Apr 10, 6:30-9:30 p.m.  
Instructor: **Jayne Finn**, Freelance Art Director and Designer

Learn fundamentals of magazine design, including a magazine's anatomy; typography, grids, and formats; assigning; and covers.

### Writing for Magazines and the Web (CDJN 117)

\$599, Wednesdays, Jan 11-Apr 11, 6:30-9:30 p.m.  
Instructor: **Margaret Webb**, Freelance Writer

An introduction to the basics of conceiving, focusing, pitching, researching, structuring, writing, and revising full-length feature stories.

### Advanced Feature Writing (CDJN 118)

\$599, Thursdays, Jan 12-Apr 12, 6:30-9:30 p.m.  
Instructor: **David Hayes**, Freelance Writer

A project-intensive advanced course designed for serious students of magazine feature writing to further develop reporting/narrative skills.

### Magazine Production (CDJN 205)

\$539, Tuesdays, Jan 10-Apr 10, 6:30-9:30 p.m.  
Instructor: **Kim Latreille**, Group Production Director, St. Joseph Media

An in-depth look at best practices of traditional print production, as well as basics of multipurposing text and pictures for the web.

## 21-Hour Courses (7 weeks)

### Editing Service Journalism (CDJN 121)

\$327, Tuesdays, Jan 10-Feb 21, 6:30-9:30 p.m.  
Instructor: **Doug O'Neill**, Executive Editor, *Canadian Living*

Learn the skills necessary for tailoring print and web content for readers, including feature stories, short items, sidebars, and graphics.

### Substantive Editing for Magazines (CDJN 122)

\$327, Thursdays, Jan 12-Feb 23, 6:30-9:30 p.m.  
Instructor: **Rachel Giese**, Senior Editor, *The Walrus*

Focus on effective editing of magazine articles, helping writers grab readers' attention at the start and keep them reading to the end.

### Creating Website Editorial (CDJN 206)

\$327, Tuesdays, Jan 10-Feb 21, 6:30-9:30 p.m.  
Instructor: **Kat Tancock**, Writer, Editor, and Digital Consultant

Learn to address the most common strategic, logistical, and business-related challenges that come with producing great magazine websites.

### Ad Sales on the Web (CDJN 208)

\$322, Thursdays, Jan 12-Feb 23, 6:30-9:30 p.m.  
Instructor: **Martin White**, Principal, Online Magazine Marketing

Gain the knowledge to create and sell effective programs and ad sales packages. Learn how online ads are priced, pitched, and measured.

### Two-Day Workshop (14 hours): So You Want to Start a Magazine (CDJN 101)

Friday & Saturday, Jan. 27 & 28, 9:00 a.m.-5:00 p.m., Instructor: **D.B. Scott**, Consultant  
Visit our website for course details: [www.ryerson.ca/ce/startamagazine](http://www.ryerson.ca/ce/startamagazine)

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[www.ryerson.ca/ce/magazine](http://www.ryerson.ca/ce/magazine)