

LITERARY JOURNAL PRODUCTION: THE FURROW CLASS

ENGLISH 418/ART 427

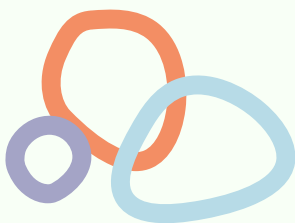


The logo features the word 'FURROW' in large, white, sans-serif capital letters. The 'F' is on the left, 'UR' is on the right, and 'ROW' is below 'FUR'. The background is a dark teal color with abstract shapes in purple, orange, and yellow. The URL 'uwm.edu/furrow' is written in a smaller, white, sans-serif font below the 'F'.

uwm.edu/furrow

WEDNESDAY 4:00-6:40
INSTRUCTOR: DANIELLE HARMS

Ever wonder how a literary journal or arts magazine comes into being? In this course we'll learn the process step by step, working as a collective to produce a literary journal showcasing writing and artwork by undergraduates from across the country in UWM's Furrow. Dividing the work load, we will solicit, select, and edit content; develop a design scheme and publicity campaign; complete copyediting and page layouts; develop a budget and fundraising plan; and work with a printer to publish a beautiful volume of work we can be proud of. We will also post new content at uwm.edu/furrow.



HOW DOES THE CLASS WORK?



STUDENT ROLES

Each student in English 418 / Art 427 serves in 1-2 editorial positions, such as Poetry Editor, Copyeditor, Managing Editor, Graphic Designer, Layout Designer, Social Media Strategist, Staff Photographer, etc. This gives Furrow editors real-world experience they can use on their resumes.

PREREQUISITES

Prerequisites for English 418: Junior standing; satisfaction of OWC-A; English 233, 234, 235, or 236.

Prerequisites for Art 427 (G/UG): Junior standing & consent of instructor.

A NOTE FOR ART AND DESIGN STUDENTS

The Art & Design majors who sign up through Art 427 tend to serve as Art Editors, Graphic Designers, Staff Photographers, and Layout Designers. Their tasks may involve logo design, rebranding, selection of art submissions, cover design, preparation of promotional images, and layout design of the print issue, website, and promotional materials.

QUESTIONS? 
CONTACT DANIELLE HARMS
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