Instructor: Terrance Lane Millet  
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Office Hours: MWF: 11 a.m. –12 p.m; TR: 1–2 p.m.  
Class time & Place: MWF: 12—12:50 PM, Room: IA 232  
CRN: 33203  
Texts required:  
• *The Eloquent Umbrella*, 2002 edition  
• A black, 3-ring binder for your portfolio.

Course Description

Hello, and welcome to all of you. The goal of this course is to create LBCC’s journal for the arts, *The Eloquent Umbrella*.  

We’ll read, discuss, and select poetry, prose, fiction, and graphic art and come to understand the elements of those arts. We’ll learn the process of selecting the content of, and designing the format for, a creative publication. Finally, we’ll learn how to assemble the content of, print, publish, and distribute the finished journal.  

We’ll sharpen our conscious and unconscious perceptions of the arts through patient reading and analysis. In doing so, we’ll learn how art reflects and enhances our own lives, and how it relates not only to our feelings and thoughts, but to the visual world around us as well.

Class Format

Lecture, demonstrations, individual and small group projects, speakers, discussion, cooperative and individual assignments in critical evaluation and selection of material.

Course Objectives

When we’ve completed WR 247, you should be able to:  
• Provide experience in writing  
• Develop criteria to evaluate writing and graphic arts  
• Select, edit, and display artistic work of merit  
• Design an aesthetic publication  
• Plan an effective marketing and distributing campaign.

Skills

To reach our learning outcomes, you’ll need to master the following skills:  
• Critical reading  
• Analysis of written and graphic arts  
• Portfolio writing  
• Collaborative teamwork  
• Marketing a creative product  
• Connecting the arts to our own lives, and sharing these connections in our discussions and writings.
Course Content
1. Overview of the publication process
2. Work on student’s own writing and art
3. Develop criteria for evaluating creative works
4. Evaluate submissions
5. Plan *The Eloquent Umbrella*
6. Publish and market the product

Evaluation and Grading
Grades will be awarded based on evaluations of the following elements:
1. Completion of assignments
2. Participation on group discussions
3. Completion of a Portfolio with the following sections:
   a. Assignment Reports
   b. **Writing Exercises**
   c. Evaluation sheets
   d. Class notes
   e. Class handouts
   f. Journal entries

The class will foster individual growth in a supportive, creative environment that will surface professional publishing skills. Cooperative and individual effort will be promoted.

Deadlines
1. Assignments as requested. Late work will not be accepted.
2. **Portfolio** turned in: February 2 and March 13

**COURSE ASSIGNMENTS:** You will have the opportunity to demonstrate our learning outcomes by accomplishing the following tasks: You will create a portfolio to record the written assignments for this class with a table of contents and sections for each topic. As the class progresses, so will the portfolio. I’ll check it in class and grade the exercises and assignments as they come up.

   Keep records of your sales activities as well, noting your efforts, techniques, and insights. The sections are outlined above under Evaluation and Grading.
Schedule

Week 1
Journal Entry #1: Introduction
• Introduce yourself as an appreciator of art. State your interests and editorial skills. What genres or media do you favor? What aspects of the magazine are you most interested in? What experience do you bring to this enterprise?

Journal Entry #2: Notebook Set-Up
1. Choose a system for note taking of manuscripts.
2. Decide how you will record your responses.
Keep packet numbers in order and authors also.

Week 2
We begin selecting material.

Journal Entry #3: Eloquent Umbrella Evaluation
1. Evaluate the format of the previous edition. What do you like? Dislike?
2. Evaluate the art and photography. Comment on content and placement.
3. Evaluate the poetry and prose. Comment on the content and placement.
4. Suggest changes for this year’s publication.

Writing Exercise #1: due Friday noon for hard copy, Friday midnight for e-mailed versions.

Week 3
Journal Entry #4: Evaluating Publications
1. Evaluate at least ten publications
2. Keep notes on location of page numbers, layout, typefaces and sizes, what you liked or did not like about these examples.

Class Assignment #1: Gathering Submissions
Solicit submissions from friends and writers living in Linn and Benton counties.

Week 4 and on
Editing: full-time selecting the content for the journal.

Writing Exercise #2: due Friday noon for hard copy, midnight for electronic versions.

Week 5
Writing Exercise #3.

Class Assignment #2: Sales. Ongoing. Sell 5-10 copies of the 2001 edition each.

Week 6
Final decisions on cover design and layout.
**Week 7-8**
Final decisions on content

**Week 9**
Collaborative class proofing and editing of publication

**Week 10**
Disk sent to Publisher; Portfolios due.
Guidelines For Evaluating Submissions To *The Eloquent Umbrella*

1. Set up a notebook for notes on each submission. The manuscripts will be in packets. Have a page or pages per packet. You will not necessarily read in numerical order. Loose-leaf pages are most flexible. Give yourself room to write your evaluations and comments.

2. Set up an evaluations system you feel comfortable with. Some readers say yes or no with reasons for their choice. Others take notes that help them remember the piece and their critique. Some give grades and comments. You get a vote on each piece of work submitted. Your notes can help you rally support for a piece you feel strongly about or pan one you did not find suitable. Devise a system for your needs.

3. We are looking for work of artistic merit that engages the readers of the magazine. We like to include a variety of artists, yet maintain standards of high quality. New artists are always a delightful discovery. Showcasing writers and other artist in the Linn-Benton community also shows the talent in the area.

4. Remember the LBCC guidelines when you are reading. Some material will not be suitable for publications.

5. Read guidelines for poetry and fiction handouts. We also select essays and art, so keep in mind whether the pieces work and connect.

6. When selecting visual art, we look at composition and sometimes compatibility to a written piece. Art is selected last to see if some work will aid in page design. However, art stands on its own, as does writing.

7. Read previous issues of *The Eloquent Umbrella* and other magazines provided in class to get a feel of the slants of various issues. Take note of design features. Any reading and study in art and writing will help you in your selections.

8. Any of your choices and evaluations will be subjective. We all have preferences, but the more you know about composition, style, mechanics, forms, the more objective you can be and the great insight you will have into the quality of the piece. Be open to innovation and new technique. We will not be revising submissions. Any suggested changes will be discussed with the writer after acceptance and are usually minimal.

9. We will edit the typed selections and correct grammatical problems, but even these revisions must be cleared with the author.

10. Everyone’s opinion is valued. Everyone gets an equal vote.
THE ELOQUENT UMBRELLA

Purpose of The Eloquent Umbrella

LBCC’s journal for the creative arts, The Eloquent Umbrella, is intended as an anthology of the creative works of student and community writers, designers, photographers, and other artists. Its purpose is twofold: to provide local artists with a forum for the publication of their works, and to provide the LBCC community with a literary journal that broadens and enlightens their views of the world around them.

Content considered suitable for the journal includes prose, poetry, essays, photography, design work and line art. Eligible contributors include the students and staff of LBCC and members of the district community at large.

Governance

In accordance with college policies governing student-produced publications, The Eloquent Umbrella will operate under the guidelines of the Student Publications Committee.

The committee will act as a neutral board. Its role is to assume responsibility for overall guidelines without assuming direct control of the journal’s editorial decision-making process, which will remain in the hands of the student editors.

The Committee is charged with appointing two editors during the fall term: a literary editor and a graphics editor. The Committee is also responsible for accepting editorial resignations and recommending the expulsion of editors for just cause.

The journal will be guided by a team of advisors lead by a member of the Humanities faculty, and including technical advice from members of the Fine & Applied Arts faculty.

The Committee will arbitrate disputes that may arise over content. Any member of the college community can initiate a discussion or register a complaint by following the procedures outlined here. In the case of alleged violations of guidelines, the Committee will hear testimony from all parties involved before rendering a recommendation.

In the event of a conflict regarding editorial decisions, the following procedures apply:

1. If the editors and advisors disagree prior to publication about the inclusion or exclusion of some item, either party may ask the Committee chair to call an emergency meeting of the Publications Committee, at which time both parties will present their arguments and the Committee will recommend action to the President. At any time after the publication of challenged material, the editor or advisor can also ask to initiate a meeting of the Committee to discuss the issue.

2. Any person associated with the school or community who has a complaint or wants to raise an issue regarding content of the journal, should first contact the student editors and/or faculty advisors. If either party feels the matter cannot be resolved at that level, the complaint or issue should be brought to the publications Committee for a hearing. The Committee chair has the responsibility to decide if the request merits a convening of the Committee, if it should be made in writing, and when it should be presented to the Committee.
Standards of Content

The necessity for freedom of expression in literature and art requires that a literary review enjoy a somewhat more broad-minded and accepting attitude toward language use and art than would normally apply in a newspaper or official college publication. However, local audience tastes and sensibilities must always be weighed whenever editors face a question of potentially offensive content.

In general, editors must maintain an awareness of subject matter that could impact some readers differently than it affects the editors and their peers. Such an awareness requires a strong effort to think outside a person’s own frame of reference, and a commitment to fair-mindedness to those with other values and beliefs.

It is the policy of *The Eloquent Umbrella* that it will not knowingly publish items that are:

1. Discriminatory. Items that denigrate any race, sex, creed, group, or individual in a way that has no redemptive social or literary value will be avoided.
2. Libelous. Words or pictures which contain false defamation of any identified person or group in a manner that affects their reputation among associates will not be accepted. Note, however, that libel is false statement of fact, and does not necessarily apply to opinion and satire of public figures and works put forth for public use or approval.
3. Obscene. Words or pictures which clearly violate the perceived “community standards” of obscenity and taste will not be accepted. Although such standards are impossible to define precisely, it is understood that the Linn-Benton community is more sensitive than audiences in more secular metropolitan areas. Sexually explicit words or pictures which would affront a person of “ordinary sensibilities” will be avoided. However, it is understood that some words or pictures that could be considered “offensive” in certain social settings may be necessary and fitting to the literary value of certain articles.

It is the responsibility of the editors to resolve all issues of taste and to be accountable for their decisions. Should disagreements or indecision arise, the editors should first discuss the issues with their advisors. If the is still no resolution, the matter may be forwarded to the Publications Committee of arbitration.
Tentative Schedule (subject to revision, with notice)

**WEEK 1** Tues 1/10-Thurs 1/11

**Course Introduction**
Introductions. Syllabus and overview. Writing Exercise #1: Selection of the functionaries. Discussion of class policies; publication policies; reading schedule of packets established. First packets handed out. In-depth coverage of guidelines etc.

**FUNCTIONARIES**
- Readings Recorder
- Art Coordinator
- Publishing Liaison (two staff for this: bids, etc)
- Layout Assistant
- Distributor and PR/Treasurer
- Submissions Recorder

R—11 First packets returned with evaluations and recommendations; recycled

**WEEK 2:**
T—16 All submissions due; ongoing reading; roster checked by functionary.