

The Business of Magazine Publishing Workshop by TAN CHEE TEIK (TWO MODULES OF THREE DAYS EACH)



NBDCS
The Book Council

OBJECTIVE

This seminar will provide all those interested in magazine publishing and writing with an understanding of the publishing processes. They will learn both the overview and details of what makes a magazine successful.

COURSE OUTLINE

With the help of lectures, case studies, group work and written exercises, this workshop provides the practical applications of the intricacies of magazine publishing and writing.



TARGET AUDIENCE

Editors, writers, librarians, publishers, public relations practitioners, teachers, professionals in the private and public sectors who are in charge of publications

DATE and TIME

Module One: Organisation, Design, and Production of Magazines
9 – 11 October 2006 (Monday to Wednesday), 9am – 5pm

Module Two: Writing and Subediting Aspects of Magazine Publishing
16 – 18 October 2006 (Monday to Wednesday), 9am – 5 pm

VENUE

The Living Room, The Arts House (Formerly The Old Parliament House)

WORKSHOP LEADER

TAN CHEE TEIK has more than 25 years' experience in book and journal publishing, journalism, subediting, technical writing, and print production. He has worked in managerial positions with multinational publishing houses, regional magazines, and newspapers. He is the managing director of Surwin Associates.

COURSE FEE

S\$700.00 per person for both modules (includes two tea breaks).

S\$600.00 for Early Bird registration by 30 September 2006

Payment is to be made in Singapore Dollars, by cheque or bank draft, payable to "NBDCS". Fees paid are non-refundable but transferable. Requests for substitution must be made a week before the course commences.

REGISTRATION and FURTHER DETAILS

CLAP (Centre for Literary Arts and Publishing)

National Book Development Council of Singapore

Geylang East Community Library, 50 Geylang East Avenue 1, Singapore 389777

www.bookcouncil.sg/clap.htm / Email: clap@bookcouncil.sg / Tel: 6848 8290 / Fax: 67429466

National Book Development Council of Singapore (NBDCS)

Particulars of Applicant (Fax your application to us at 6742 9466 or email to clap@bookcouncil.sg)

Name of Applicant: _____

Organisation: _____

Designation: _____

Address: _____

Contact Telephone No: _____ Fax: _____

Email Address: _____

PROGRAMME OUTLINE

9 to 11 OCT 2006

Module One – Organisation, Design, and Production of Magazines

- Overview of magazine publishing in Singapore
- Influence of magazines
- Analysing magazines: covers, banners, table of contents, advertisements, articles, graphics
- Magazine audiences; readership surveys
- Structure of the magazine industry
- Types of magazines: General consumer magazines, business publications, literary reviews and academic journals
- Magazine organisation; Departmental chart; Circulation; Advertising and sales
- Producing the magazine
- Magazine organisation: Editorial, production, distribution and retail sales
- Production process: From typesetting to finished product; process flow
- Economics of magazine publishing; circulation; readership
- Dependence on advertising; media rates; advertorials
- Designing a magazine: Cover design; page design, use of the grid in design, design elements; balance in design
- Typography: Using fonts to get the right impact; marking up copy
- Use of illustrations: Linework and halftones
- Photojournalism: Digital photography; photo selection; sizing of photos
- Magazine production:
 - Using software to assist in production
 - Technical side of magazine production: colour separation; offset printing; binding;
 - Choice of paper
 - Future of magazines; competition from other media including Worldwide Web

16 to 18 OCT 2006

Module Two – Writing and Subediting Aspects of Magazine Publishing

- Role of the Editor and Subeditors
- Journalism skills: Feature Writing and Reporting; interviewing techniques
- Commissioning: Getting people to write; getting good story ideas
- Substantive editing: including essential information; checking facts
- Copyediting; consistency; housestyle; editing story structures; shortening stories
- Proofreading: Aiming for word perfection
- Laws relating to publishing: Permissions, Copyright, Fair dealing, Libel, Defence for libel
- Caption writing and placement
- Headline writing skills
- Editing pictures and infographics