

2013/07/30(火)15:18

授業コード	81T18
授業科目名	グローバル研究プロジェクト(14)(前)
担当者名	PALMER(パーマー ロジャー)
単位数	6
開講期別	2013年度 前期
曜日・時限	木曜4限 木曜5限 木曜6限
特記事項	
オフィスアワー	
講義の内容	<p>This project involves CUBE students creating a magazine of interest to them and a wider audience. Within the production side of the project, emphasis is placed on the process of discovering and gathering content, assembling and creating the content, and publishing the content to spread the ideas. However, other broad areas of creating and publishing a magazine touch on the financial and marketing skills without which the project cannot be sustained or termed a success. Creative solutions will be sought to establish a CUBE identity for the project within a strategic design to see the project through to its conclusion.</p> <p>There will be many opportunities for fieldwork in groups, culminating in presentation of the published magazine (written and oral).</p>
到達目標	<p>Upon completion of this course, students are expected to demonstrate the ability to:</p> <ul style="list-style-type: none"> - read magazine articles in Japanese and English for ideas and as a research skill - write and edit magazine articles using tables, charts and other graphics - plan and execute a magazine project including layout and design - create survey questions and carry out interviews - work independently and in groups to meet deadlines
講義方法	<p>Students will learn about the elements that go into publishing a magazine, and the various roles they need to play. They will be introduced to the strategic design of magazines in different market segments, and practice the research skills they need to plan a magazine. The focus of the class is on project work and fieldwork to gather data, stories and material to write about. Students will present their findings as continuous assessment and edit each other's work.</p>
準備学習	<p>Students must be prepared to spend time reading articles and writing articles outside class. They will carry out fieldwork (such as advertising and marketing the magazine) and interviews. Success of the project depends on keeping to deadlines and group working time in addition to class meeting times. It requires commitment by all project group members.</p>
成績評価	<p>Evaluation will be based on participation (20%), fieldwork (20%), the magazine (40%) and presentation of results (20%).</p>
欠席基準	<p>授業実施回数の3分の1(端数は切り捨て)以上を欠席した場合は、単位を修得することができません。(「欠席」評価となります。)</p>
講義構成	<p>Weeks 1 - 2: Establish goals/plan/generate ideas/think of features Weeks 3 - 5: Start fieldwork/Identify the audience/editorial direction/begin writing features/ conducting interviews/research. Weeks 6 - 8: Determine a brand image/work on design, layout, photos/proofreading Weeks 9 - 11: Implement the project/make the design mesh with the strategy/print or publish online/advertise/generate revenue Weeks 12 - 14: Distribute first versions/collect feedback to measure success/improve based on feedback Week 15: Publication/completion/presentation of results/review</p>
教科書	なし
参考書・資料	
講義関連事項	<p>Students will need a score of "ryo" or above in all compulsory English courses. Additionally, a score of 500 or above on the TOEIC (or 230 on GTEC, 470 on PBT TOEFL, 52 on iBT) is required.</p>
担当者から一言	<p>This project will help learners develop their analytical, critical and research skills, communication and presentation skills, and language skills.</p>
その他	
ホームページタイトル	
URL	