Fall 2012 ~ EGL 97
Food Writing in the Digital Age
Instructor: Tori Ritchie
www.tuesdayrecipe.com

Dates/Times: This is a six-week course on Thursdays from September 27 – November 1 at 6:30 - 9:30 pm.

Course Objective: to introduce anyone interested in food to the fundamentals of writing about it and to provide class exercises and homework assignments to hone those skills.

Recommended Textbook: Will Write for Food, 2nd edition, by Dianne Jacob

Course Grading—You have three options:

1. No Grade Requested (default)

2. Credit/No Credit option: will be based on attendance and participation. Attendance does not have to be 100% as most attendees are busy adults with other lives, but missing more than 2 of the 6 classes will result in a no-credit grade unless otherwise cleared with the instructor. Participation means engagement in discussions and questions; you will not be judged on how frequently you talk, but on exhibiting attention to the evening's topic and the course materials in general.

3. Grading option: the homework assignments will account for 50% of your grade and participation will account for 50%. You also must not miss more than 2 classes (see above).

PLEASE NOTE: ALL HOMEWORK MUST BE SUBMITTED BY EMAIL NO LATER THAN 5PM ON THE DUE DATE TO: tori@tuesdayrecipe.com

2 units

• For questions regarding changing course grading option, dropping or any other questions regarding registration, please contact Continuing Studies Program at 650-725-2650
Weekly Outline:

Thursday, September 27
Intros and Goals
Why Write About Food in a Digital Age?
Writing a Recipe That Works
Homework: fully edited recipe with 3-line headnote

Thursday, October 4—Guest Speaker: Cheryl Sternman Rule, 5 Second Rule
http://5secondrule.typepad.com/
Why Blog Anymore?
Monetizing and Marketing Realities
From Blog to Cookbook
Homework: 150-word post about a newly discovered food item

Thursday, October 11
Food as Memoir: techniques for delicious non-fiction without using the word delicious
Sharpening Your Senses
Getting Ideas
Homework: your worst meal in 250 words

Thursday, October 18—Guest Speaker: Sarah Henry, Lettuce Eat Kale
http://lettuceeatkale.com/
Editorial Process
Short vs. Long Form
Elements of a feature story or restaurant review for digital or print
Homework: write a short restaurant review (250 words max)

Thursday, October 25
How to Write a Cookbook Proposal
Independent & Custom Publishing
Digital Options
Final Homework: write a blog entry, cookbook concept, or memoir piece of up to 500 words

Thursday, November 1
Pitch Session
Final Tips for Strong Food Writing
Resources
Final Homework DUE