



Course Title: How to Write a Cookbook

Course Code: EGL 44

Instructor: Tori Ritchie

Mondays, 6:30 - 9:00 pm (PT)

June 28 - August 23 [no class July 5 in observance of Independence Day]

Course Information: This is a writing class and participation is essential, so you will be on video for most of class, except for breaks and during writing exercises when video can be turned off.

**Please see course page for full description and additional details.*

Note About Live Attendance and Recording: These class sessions will not be recorded.

Grade Options and Requirements:

- No Grade Requested (NGR)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
 - This is based on attendance, class participation, and completion of at least half of the writing assignments. You must attend 7 out of 8 classes to receive credit, unless approved in advance by the instructor.
- Letter Grade (A, B, C, D, No Pass)
 - This is based on completion of all the writing and reading assignments, which will account for 50% of your grade. Attendance and class participation will account for the other 50%. You must attend 7 out of 8 classes to receive credit, unless approved in advance by the instructor.

**Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Tentative Weekly Outline:

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650

~ In addition to the topics here, there will be guest speakers and students will be asked to share readings from their favorite cookbooks over the course of the class.

June 28: Recipes, Recipes, Recipes

Writing and Editing Recipes for Publication

What Makes a Recipe Yours?

Homework: reading assignment + 1 original recipe, including headnote

July 12: Beyond Recipes [no class July 5 due to Independence Day holiday]

The Other Elements of a Cookbook

Developing and Testing Recipes + Workflow

Homework: reading assignment + preliminary TOC and recipe list from one chapter

July 19: What's the Little Idea?

Time to Declare a Title

How to Write a Cookbook Proposal

Homework: reading assignment + cookbook concept statement (250 words / 1 page)

July 26: Publishing Models

How Cookbook Publishing Works Today

How Agents Work

Homework: reading assignment + 5 recipe headnotes

Aug 2: Ingredients of Narrative

Short vs Long Forms in Cookbooks

What is Voice?

Homework: reading assignment + sample from intro (500 words / 2 pages max)

Aug 9: Enriching Your Writing

Using the Senses

Show vs. Tell

Homework: reading assignment + recipe and optional photo for class cookbook

Aug 16: The Importance of Promotion

Social Media and Photography

Blogs and Websites

Final Homework: mini proposal: TOC + 5 recipes + revised text sample

Aug 23: Sharing Our Stories

Class Cookbook Presentation

Roadmap to Finishing Your Book