



Course Title: From Plate to Page: The Art of Cookbook Writing

Course Code: CW 44

Instructor Name: Tori Ritchie tori@tuesdayrecipe.com

Class Sessions and Recording

Meeting days and times: Thursdays, 6:30pm-9pm (PT)

Meeting location: Zoom

Class sessions will not be recorded.

Student participation and feedback is vital to the experience so you will be expected to have your video on for much of class, except during breaks and writing exercises.

Course Features

- Live session
 - Lecture, discussions and Q&A
 - Requires interaction and active participation
 - Guest speakers
 - Writing exercises in every class
- Assignments & Coursework
 - Course materials posted in Canvas
 - Writing and reading assignments every week
 - Instructor will provide feedback on assignments
 - Lecture slides posted in Canvas following every class
- Individual conferences with Instructor available by request
- To cap off the experience of sharing our love of food in this course, we will also produce a class cookbook featuring a recipe submitted by each student.

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 all but one of the writing assignments. Students 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 attendance and class participation, which will account for 50% of your grade, and completion of all the assignments, which will

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account for 50% of your grade. Students must attend 7 out of 8 classes to receive a letter grade.

**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.*

Target Audience and Prerequisites

If you have a cookbook idea that you want to turn into reality, this course will help you get there. The focus is on the actual writing process, with additional information on publishing options and marketing your idea presented as well. There will be guest speakers to discuss their experiences in the cookbook marketplace.

Textbooks/Required Materials

No textbook is required for this course. All required reading will be posted on Canvas in PDF format. Optional non-required readings, including links to articles, may be behind paywalls, such as the New York Times.

Tentative Weekly Outline

July 13: Recipes, Recipes, Recipes

Writing and Editing Recipes for Publication

What Makes a Recipe Yours?

Homework: reading assignment + 1 original recipe, including headnote

July 20: Other Elements of a Cookbook

TOC, Chapter Lists, Essays, Back Matter

Developing and Testing Recipes

Homework: reading assignment + preliminary TOC for book + recipe list for one chapter

July 27: What's the Big Idea?

Time to Declare a Title

How to Write a Cookbook Proposal: An Overview

Homework: reading assignment + cookbook concept

Aug 3: Publishing Models

How Cookbook Publishing Works Today

How Agents Work

Homework: reading assignment + recipe headnotes

Aug 10: Ingredients of Narrative

Short vs Long Forms in Cookbooks

Cookbook as Memoir

Homework: reading assignment + sample short essay

Aug 17: Honing Your Voice

Using the Senses

Show vs. Tell

Homework: reading assignment + recipe for class cookbook

Aug 24: The Importance of Platform

Social Media, Blogs, Video and Photography

Promotion, Promotion, Promotion

Final Homework: Mini Proposal: TOC + 5 recipes + non-recipe copy

Aug 31: Sharing Our Stories

Roadmap to Finishing Your Book

Class Cookbook

Final Thoughts