



MAPU508: **The Publishing Process**

Module Leader: Paul Honeywill, Jane Weston and Hugo Derijke **Term 1 and 2 Thursday**

Module Description

The effectiveness of a publishing operation depends on the positive interrelationships between the various parts within the process and informed decision-making. Publishing is complex, and all discussions with the industry underline that whatever the career within publishing, an understanding of roles and responsibilities in relation to publishing opportunities must be explicit. Through understanding the various relationships within publishing and the specific nature of publishing as a business, you will be able to form a critical perspective of issues which affect the practice of publishing through a practical outcome.

During this module you are expected to assess the publishing viability of material on a number of levels: suitability, quality and profitability. A practical outcome during the module will also develop an understanding of the appropriateness of 'content' according to the publishing media and audience. It will also allow you to engage and debate the issues and method required to formulate a strategy for the design and implementation appropriate to a computer screen or paper. You are expected to research and propose a publishing theme and then devise an appropriate solution for either print, World Wide Web or CD-ROM. You can also elect to work within the framework of the University of Plymouth Press. <http://www.uppress.co.uk>

Module Aims:

- to extend the conceptual framework within which effective publishing practice takes place
- to critically explore your role within publishing group dynamics
- to develop the intellectual rigour in discriminating the various genres and procedures within publishing and demonstrate your ability to sustain such rigour
- to develop researcher skills through the development of publishable material
- to develop independent learner skills

Assessed Learning Outcomes: At the end of the module you will be expected to:

- **Operational Contexts:** Have comprehensive knowledge and understanding of how to apply the function of editorial, production, marketing, contracts, rights and synthesise these within the structure of a publishing operation.
- **Cognitive Descriptors:** Through critical awareness you will undertake analysis of publishing material for its suitability, quality and profitability.

- **Transferable Skills:** Practical application during the module will further develop an understanding of the appropriateness of content according to the publishing media and audience.

Indicative Syllabus Content:

This will be achieved through sessions which will cover: production process of printed material, paper technology, book binding, copy-editing, new technologies in publishing, team management, presentation skills, copyright, marketing.

The course work will allow you to consider the:

- commissioning of publishable material
- suitability of the publication for the intended market
- suitability of format and level for the intended readership
- publishing process and working methodologies
- production constraints for paper and electronic publishing
- copyright, legal issues, editorial decision-making and policies
- design process for both paper and computer screens
- influence of marketing upon all areas of the publication process
- distribution networks and the point-of-sale

Assessment Criteria: Reflecting on Practice through:

a) a critical reflection on the production, editorial and market research undertaken for your publishing proposal, including one fully extended practical example for either print, WWW or CD publishing.

or

b) a critical reflection on your publishing proposal for print, WWW or CD publishing, including one fully extended paper-based practical example and substantial specimens for either the WWW or CD publishing.

Assessment Mode:

Practical example accompanied with 5000 words

For assessment criteria see Student Handbook, Section 2.10.

Submission Procedures

Please hand your group reports and your individual critical evaluation in via the student counter, Faculty office, following the procedures outlined below.

You must submit your coursework via the Faculty of Arts student counter in Room 109, Roland Levinsky Building. All formal assessments **must** be submitted before the deadline time and date. **You must bring your University Card with you when submitting coursework** as this has to be scanned as part of the coursework submission process.

Coursework can be submitted at any time ahead of the deadline although at busy times, scanning priority will be given to students with an impending deadline. Student counter opening hours are 9.00am to 3.00pm, Mondays – Fridays (except public holidays).

Please note that the University enforces a penalty of zero percent for work submitted after the published deadline unless late submission has been authorised by a valid claim of extenuating circumstances. Delays caused by queues, traffic or late-running public transport will not normally be considered as valid extenuating circumstances. A zero mark may result in you failing a module which; can significantly affect your prospects of progressing or achieving your award. You are therefore encouraged to give careful consideration to your time management and to try to submit your coursework well in advance of the deadline.

You must ensure your coursework is fastened together and includes a completed cover sheet PRIOR to handing your work in at the student counter. This is to keep queue waiting time to a minimum.

If you have any questions regarding regulatory matters or coursework policy, please see the student handbook on the portal or contact the programmes office.

MAPU508 Schedule

8 October	Thursday 10.00-12.30 Module outline <i>Jane Weston and Paul Honeywill</i>
15 October	Thursday 10.00-12.30 Individual publication selection tutorials <i>Paul Honeywill</i>
22 October	Thursday 10.00-12.30 publishing group tutorials <i>Paul Honeywill</i>
29 October	Thursday 10.00-12.30 Introduction to book production 1.30-4.00 Printing technology <i>Jane Weston</i>
5 November	Thursday 10.00-12.30 Personal Development Profile <i>Paul Honeywill</i>
12 November	Thursday 10.00-12.30 publishing group tutorials <i>Paul Honeywill</i>
19 November	Thursday 10.00-12.30 Presentation skills 1.30-4.00 Distribution and marketing <i>Jane Weston</i>
26 November	Thursday 10.00-12.30 Individual publication tutorials <i>Paul Honeywill</i>
3 December	Thursday 10.00-12.30 CV writing session Academic Services <i>Keith Taylor</i>
10 December	Thursday 10.00-12.30 Publication group tutorials <i>Jane Weston</i>
17 December	Thursday 10.00-12.30 Individual publication tutorials <i>Paul Honeywill</i>

Term 2 Technical support is available every Tuesday 10.00-12.00 Sign up with *Mike Eddicott*

14 January Thursday 10.00-12.30 Publication group tutorials *Hugo Derijke*

21 January Thursday 10.00-12.30 Copyright and legal issues *Hugo Derijke*

28 January Thursday 10.00-12.30 Marketing your publications *Hugo Derijke*

4 February Thursday 10.00-12.30 **Group progress presentation (PDP) and interim assessment point** - *Hugo Derijke and Paul Honeywill*

11 February Thursday 10.00-12.30 Editorial workshop *Hugo Derijke*

18 February Thursday 10.00-12.00 Editorial workshop *Hugo Derijke*

25 February Thursday 10.00-12.30 Editorial workshop *Hugo Derijke*

4 March Thursday 10.00-12.30 Individual tutorials *Paul Honeywill*

11 March Thursday 10.00-12.30 Publication group tutorials *Hugo Derijke*

18 March Thursday 10.00-12.00 Group publication support *Hugo Derijke and Paul Honeywill*

25 March Thursday 10.00-12.30 Publication group tutorials *Hugo Derijke and Paul Honeywill*

14 May Friday Submission for Assessment
Hand-in to student counter on Floor 1 RL Building by noon

Recommended Texts and Sources:

Key Texts

- Bann, D. 2006 *The all New Print Production Handbook*, RotoVision
Bavistock, A. 2008 *How to Market Books*, 4th Edition, Kogan Page
Bavistock, A. 2007 *Marketing your Book*, 2nd Edition, AC Black
Belbin, M. 2003 *Management Teams*, Butterworth Heinemann
Butcher, J. 2006 *Copy-editing. The Cambridge Handbook*, 4rd Edition, CUP
Collier, D. 1990 *Colliers Rules to DTP*, Addison-Wesley
Davis, G. 1994 *Book Commissioning and Acquisition*, Routledge
Jones, H., Benson, C. 2006 *Publishing Law*, 3rd Edition, Routledge
Martin, D. 1989 *An Outline of Book Design*, Blueprint
Macdonald, N. 2003 *What Is Web Design*, RotoVision
Owen, L. 2006 *Selling Rights*, 5th Edition, Routledge 2, 5, 7, 6th Edition 2010
Peacock, J., (ed.), 2003 *The Print Production Manual*, 9th Edition, PIRA
Sassoon, R. 2002 *Computers and Typography 2*, Intellect
Williams, R., Tollett, J., 2005 *The Non-Designers Web Book*, Peachpit
Yuxing, X., Honeywill, P. 1995 The world's largest book market: short-term pitfalls, long term opportunities, *Logos*, 6 (3) p.162-165

Other Reading

- Bavistock, A. 2008 *How to Market Books*, 4th Edition, Kogan Page
Owen, L. 2007 *Clarke's Publishing Agreements: A Book of Precedents*, 7th Edition, Tottal Publishing
Colyer, M. 1990 *Commissioning Illustration*, Phaidon
Foster, C. 1995 *Editing, Design and Book Production*, Pluto
Holmes, M. 2002 *Web Usability and Navigation: A beginners guide*, McGraw-Hill Osborne Media
Itten, J. 1977 *The Elements of Color*, Blueprint
Leigh, A., Maynard, M. 2002 *Leading Your Team*, Nicholas Brealey
Owen, P. 1996 *Publishing Now*, Peter Owen
Pfaffenberger, B. 1997 *Publish it On the Web*, AP Professional
Siegal, D. 1998 *Creating Killer Websites*, 2nd Edition, Hayden Books
Spiers, H. 1989 *Estimating for Printers*, BPIF
Stevens, C. 1992 *Get into Print*, New Caxton Press
West, M. 2004 *Effective Teamwork*, Blackwell