

Loreto College Publishing and Editing Online Course: 30 hour module (20 one and a half hour sessions)

Comprehensive introductory overview of the book publishing field, including hands-on activity as well as interactions with experts and professionals.

Each session will consist of an hour and a half, total 20 sessions covering 30 hours.

Final grade will be based on: Attendance and participation 20%; quality of assignments submitted 80%

1. Introduction to Book Publishing: An overview
What is a book? Questions in Publishing
2. Types and genres of books. Activity: pick a genre (Coffee table, children, academic, fiction) and discuss what is most important about it: what are the features that make it successful.
3. Parts of a book: an introduction
 - a. The Cover: mandatory matter, texts, images
 - b. Prelims: roman numeral pages, copyright page text
 - c. The body: parts of a page, chapters etc
 - d. Appendices and after matter: bibliography, index etc
 - e. Binding, endpapers etc
4. Journey of a book: From manuscript to book shelf
 - a. Commissioning and building a list
 - b. Book proposal stage
 - c. Contract signing
 - d. Expert review/content editing
 - e. Manuscript editing: content and copy editing
 - f. Page proofs and Proof reading
 - g. Cover, design, layout
 - h. Print and Production, binding
 - i. distribution, sales and marketing
5. Commissioning, book proposal,
6. Activity: write a book proposal
7. Editing: content and copy editing. Grammar, proof reading
8. Activity: Copy editing – an exercise
9. Print and production: (CDC Press, Tangra Industrial Estate) Ronnie Gupta
10. Activity: Quiz on terms and stages of printing process
11. Contracts and copyright
12. Book design and layout:
 - a)Covers and cover matter
 - b)Page layout and design
 - c)Illustrations and images
 - d)Mandatory/statutory matter
13. Brief to designer
14. Activity: Redesign a book cover
15. Distribution/Sales: expert lec-dem and interaction
16. Marketing: book events, festivals, book clubs, reviews
17. Activity: Marketing: hands-on activity: create a marketing plan genre wise
18. Publishing trends: Publishing for 21st century
19. Group activity: develop a 21st century publishing idea - electronic and digital publishing - e-books and publishing for the screen/devices, audio books, apps, games etc
20. Assessment: Quiz on whole course