



The University of Southern Queensland

Course Specification

Description: Publishing and Production Management Project

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5021	15114	2, 2002	EXT	1.00	TWMBA

Academic Group:	FOART
Academic Org:	FOA004
HECS Band:	1
ASCED Code:	100700

STAFFING

Examiner: Neil Lomas
Moderator: Dianne Jones

PRE-REQUISITES

Pre-requisite: JRN 5000 or JRN 2001 or JRN 5022

SYNOPSIS

This course is the final in a series of courses which provide the framework for coordination, supervision and management of publishing projects. In this course, students will apply the skills and decision-making processes acquired in previous courses in the development of a complete publishing proposal.

OBJECTIVES

On successful completion of this course, students should be able to:

- Apply an understanding of the decision-making processes involved in the development of a publishing proposal.
- Prepare a complete publishing proposal.
- Critically analyse and evaluate the decisions made in developing the publishing proposal.

TOPICS

Description	Weighting (%)
1. Project proposal	20.00
2. Publishing proposal	60.00
3. Evaluation of decision-making	20.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

Schwarz, S. 1995, *Australian Guide to Getting Published*, Hale & Iremonger, Sydney.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Jefferis, B 2001, *Australian Book Contracts*, 3rd edition, Australian Society of Authors, Australia.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	50
Private Study	40
Project Work	70

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
PROJECT PROPOSAL (1000 WORDS)	20.00	20.00	Y	16 Aug 2002
PUB & PRODUCT'N PROJ 2500-3000	60.00	60.00	Y	27 Sep 2002
ANALYTICAL ESSAY 1500-2000 WDS	20.00	20.00	Y	01 Nov 2002

OTHER REQUIREMENTS

- 1 In order to be eligible for a passing grade, students must submit all items of assessment.
 - 2 No assignment will be accepted after the relevant deadline without evidence justifying an extension.
 - 3 Projection of a professional image is essential in this unit. It will be required that students demonstrate a high degree of care in planning and execution.
 - 4 The final grade is based on the total of all assessment items and is assigned in accord with Arts Faculty guidelines
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