



The University of Southern Queensland

## Course Specification

### Description: Publishing and Production Management Project

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5021	25115	2, 2003	EXT	1.00	TWMBA

<b>Academic Group:</b>	FOART
<b>Academic Org:</b>	FOA004
<b>HECS Band:</b>	1
<b>ASCED Code:</b>	100700

### STAFFING

Examiner: Dianne Jones

Moderator: Maurice French

### PRE-REQUISITES

Pre-requisite: JRN5000 or JRN2001 or JRN5022

### SYNOPSIS

This is the culmination of a series of courses that provide the framework for development, quality control, coordination, supervision and management of book publishing projects. In this course, students will apply the skills, techniques and expertise required to prepare and market a book according to the imperatives of quality and competition in today's Australian book publishing industry.

### OBJECTIVES

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

- Apply an understanding of the decision-making processes involved in developing a publishing proposal.
- Prepare a detailed publishing proposal, including a budget, the involvement of other stakeholders, evaluation of any legal problems, preparation of a marketing plan.
- Trace, describe and carry out all the steps necessary in preparing a manuscript for publication.
- Critically analyse all steps necessary in preparing a manuscript for publication.
- Apply an understanding of marketing techniques involved in selling the finished book.

## TOPICS

Description	Weighting (%)
1. Formulating a publishing proposal	15.00
2. Tracing the steps necessary to refine the proposal	5.00
3. Dealing with the other stakeholders in the project (e.g., production department, designers, legal team)	5.00
4. Costing a manuscript	10.00
5. Principles of book design	5.00
6. Writing jacket and other marketing copy	10.00
7. Tracing of all steps and evaluating relative importance of each	50.00

### **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.

Method, Ken 2001, *Writing as a Business*, ABC Books, 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.

See reference materials appropriate to other courses in this strand (editing and proofreading, publishing and production management, and writing for editors), most of which will be useful for reference for this course.

Jefferis, B 2001, *Australian Book Contracts*, 3rd edition, Keesing Press, Strawberry Hills.

Kent, Jacqueline 2001, *A Certain Style: Beatrice Davis, A Literary Life*, Penguin Books, Ringwood.

McPhee, Hilary 2001, *Other People's Words*, Pan MacMillan, Sydney.

### **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 (1300 WORDS)	100.00	20.00	Y	15 Aug 2003
PREPARE PROJECT FOR PUBLICATION	100.00	30.00	Y	26 Sep 2003
ANALYTICAL ESSAY 3500 WORDS	100.00	50.00	Y	31 Oct 2003

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them, or required to be accessed by them, to maximise their chances of meeting the objectives of the course and to be informed of course-related activities and administration; and
- 2 Requirements for students to complete each assessment item satisfactorily:  
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:  
In this course, if students submit assignments after the due date and time without prior approval then a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must: submit all of the summative assessment items, and achieve at least 50% of the available weighted marks for the summative assessment items.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/SECARIAT/calendar/Part5/> or in the printed version of the current USQ Handbook.

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment by the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

## **OTHER REQUIREMENTS**

- 1 Students will require access to Email, the Internet, and USQConnect for this course.
  - 2 Presentation of work to a professional standard is essential in this course. Students must demonstrate a high degree of care and professionalism in planning and execution.
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