



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: Publishing and Production Management Project

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PUB	8001	90524	2, 2009	EXT	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	1
ASCED code:	100700

STAFFING

Examiner: Peter Goodall

REQUISITES

Pre-requisite: PUB5005 or JRN5022

SYNOPSIS

This is the final course in the Graduate Diploma of Editing and Publishing program. It is the culmination of previous courses in which students gained knowledge and skills in publishing tasks from the editor's perspective involving manuscript assessment, structural and copy-editing (including online editing), application of house styles, marking up specific types of copy, and proofreading. This course aims to provide an opportunity for the student to synthesize all these elements together by working on a fiction or non-fiction manuscript in order to demonstrate that he or she has acquired the necessary competencies to manage a book through the acquisition, editorial, design, production and marketing phases. Students can use a manuscript of their choice for the project subject to its approval by the course facilitator.

OBJECTIVES

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

1. undertake an assessment of the manuscript and prepare a publishing brief;
2. perform a range of editorial tasks (eg structural and copyediting, author negotiations, mark-up, proofreading, writing and compilation of copy, permission/copyright clearance, and identifying and cataloguing the publication) to industry standards;
3. identify specific clauses in a publishing contract that need to be brought to the attention of the author with a brief overview of their significance and the consequences of non-compliance;
4. determine the format, style and organisation of the book and prepare briefs/specifications for book designers/illustrators, typesetters/printers, and the marketing/sales team;
5. prepare a detailed title profit and loss statement and draw up a publishing schedule for monitoring the design and production process;
6. develop a marketing plan for promoting a new title.

TOPICS

	Description	Weighting (%)
1.	Evaluating the manuscript and preparing a publishing brief	10.00
2.	Corresponding with the author and undertaking editing of manuscript	15.00
3.	Understanding the publishing contract	10.00
4.	Determining the format, style and organisation of the publication	10.00
5.	Preparing designer briefs and typesetter/printer specifications	10.00
6.	Developing a title profit and loss statement	10.00
7.	Preparing prelims, endmatter, back cover and other copy	10.00
8.	Preparing a production schedule	10.00
9.	Requesting copyright clearance and identifying and accessing publications	5.00
10.	Preparing a marketing brief	10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Australian Publishers Association 2005, *An introduction to Book Publishing*, 3rd edn, Australian Publishers Association, 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 publishing, publishing and production management, and writing for editors), most of which will be useful for reference for this course.

Blake, G & Bly, R 1997, *The elements of copywriting*, Macmillan, New York.

Brouhaugh, W 2002, *Write tight*, Writers Digest Books, Ohio.

Commonwealth of Australia 2002, *Style manual: for authors, editors and printers*, 6th edn, Rev by Snooks & Co, John Wiley & Sons Aust Ltd, Brisbane.

Council of Australian Societies of Editors (CASE) 2001, *Australian standards for editing practice*, CASE Standards Working Group,

(Available from the South Australian Society of Editors at

<http://www.editors-sa.org.au/casestandards.htm>. Accessed 16 January 2006 Accessible online via the library catalogue)

- Ditrich, J (ed) 2001, *Australian book contracts: print contracts, digital contracts*, 3rd edn, Aust Society of Authors, Keesing Press, Strawberry Hills, NSW.
- Flann, E & Hill, B 2004, *The Australian editing handbook*, 2nd edn, Common Ground, Altona, Vic.
- Gross, G (ed) 1993, *Editors on editing - what writers need to know about what editors do*, 3rd edn, Grove Press, New York.
- Hudson, N 1997, *Modern Australian usage*, 2nd edn, rev. edn., Oxford University Press, Melbourne.
- Kent, J. 2001, *A certain style: Beatrice Davis, a literary life*, Viking, Ringwood.
- Mackenzie, J 2004, *The editor's companion*, Cambridge University Press, Australia.
- McPhee, H 2001, *Other people's words*, Pan MacMillan, Sydney.
- Methold, K 2002, *Writing as a business*, ABC Books, Sydney.
- Petelin, R & Durham, M 1992, *The professional writing guide: writing well and knowing why*, Longman Professional, Melbourne.
- Peters, P 1996, *The Cambridge Australian English style guide*, Cambridge University Press, Melbourne.
- Whitbread, D 2002, *The design manual*, UNSW Press, Sydney.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	50.00
Private Study	40.00
Project Work	70.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
MANUSCRIPT ASSESS & PUBL BRIEF	100.00	20.00	24 Aug 2009 (see note 1)
EDITORIAL WORK ON MANUSCRIPT	100.00	40.00	05 Oct 2009 (see note 2)
PRODUCTN & MARKETING PORTFOLIO	100.00	40.00	09 Nov 2009 (see note 3)

NOTES

1. This assessment item is aligned with Objective 1.
2. This assessment item is aligned with Objectives 2 & 3.
3. This assessment item is aligned with Objectives 4, 5 & 6.

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 achieve at least 50% of the total weighted marks available for the course.
 - 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/corporateservices/calendar/part5.htm> or in 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 UConnect 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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