Description: Publishing and Production Management Project

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tr>
<td>PUB</td>
<td>8001</td>
<td>34960</td>
<td>2, 2004</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Julianne Stewart
Moderator: Maurice French
Team member: Peter Bruhn

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, production and marketing phases. Students might be expected to supply their own manuscript.

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

1. undertake an assessment of the manuscript and prepare a publishing proposal;
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; and
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

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

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).


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.


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>50.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>40.00</td>
</tr>
<tr>
<td>Project Work</td>
<td>70.00</td>
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</table>

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANUSCRIPT ASSESS &amp; PUBL PROP</td>
<td>100.00</td>
<td>20.00</td>
<td>13 Aug 2004 (see note 1)</td>
</tr>
<tr>
<td>EDITORIAL WORK ON MANUSCRIPT</td>
<td>100.00</td>
<td>30.00</td>
<td>24 Sep 2004 (see note 2)</td>
</tr>
<tr>
<td>PRODUCTN &amp; MARKETING PORTFOLIO</td>
<td>100.00</td>
<td>50.00</td>
<td>29 Oct 2004 (see note 3)</td>
</tr>
</tbody>
</table>

NOTES:

1. ASSESSMENT TASK 1 addresses Objective 1.
2. ASSESSMENT TASK 2 addresses Objectives 2 & 3.
3. ASSESSMENT TASK 3 addresses 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: 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/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 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.