

Title of Course: Advanced Literary Publishing

New

(Note: successfully piloted Spring 2010 as LI582 Topics in Literature)

I. Catalog Description and Credit Hours of Course:

Principles, techniques, and theories in the production of literary books, including history of cover art, collaborative typography, special problems in editing and bookmarketing, review writing, contracts, budgets, and grantwriting. (3 credit hours)

II. Prerequisite(s): EN311 or graduate standing.

III. Purposes or Objectives of the Course:

- A. Students will demonstrate an understanding of the particular issues in book production, e-book sales, and marketing.
- B. Students will demonstrate mastery of the skills necessary for successful literary-press management.
- C. Students will demonstrate mastery of literary press functions and their relationships, such as grants/budgets, acquisitions/editing, and production/printing/uploading.
- D. Students will develop and understanding of aesthetic and market considerations in book design.

IV. Expectations of Students:

- A. Students will complete all projects, readings, and writing assignments by the deadlines.
- B. Students will attend, be prepared for, and participate in all classes.
- C. Graduate students will also be expected to submit their professional book reviews to an appropriate, researched publication and to facilitate one of the small groups in the workshops on design or on grant-narrative writing.

V. Course Content or Outline:

- A. The Word 9 hours
 - 1. Issues in literary editing
 - 2. Styles versus rules and when to query
- B. The Book 12 hours
 - 1. Review of parts of the book and innovative structures
 - 2. Historical trends in book covers
 - 3. Page and cover, typography and collaboration
 - 4. Identity and planning
- C. The Book Market 12 hours
 - 1. Tiers of publishing types (self-made, self-published, subsidized, independent, online, co-op, commercial)
 - 2. Distribution types and functions
 - 3. Pre-press publicity and reviewers

4. Post-press publicity	
5. Sales, superstores, online sites, and shops	
D. The Business	12 hours
1. Mission statements and niche	
2. Grants	
3. Budget and printbuying	
4. Contracts and agents	
Total	45 hours

VI. Textbook(s) and/or Other Required Materials or Equipment:

- A. *Chicago Manual of Style*
- B. *The Subversive Copy Editor* by Carol Fisher Saller
- C. *Bookmaking*, 3rd edition, by Marshall Lee
- D. And any independent press or university press book, published this year or the previous year to use for the professional review and the publicity plan

VII. Basis for Student Evaluation:

A. Undergraduate Students	
1. Participation	10%
2. Four section projects	40 %
3. Professional book review	10%
4. Daily assignments and quizzes	20%
5. Midterm and final exams, 10% each	20%
B. Graduate Students	
1. Participation	10%
2. Four section projects	40%
3. Professional book review & submission	10%
4. Daily assignments and quizzes	10%
5. Midterm and final exams, 10% each	20%
6. Class facilitation	10%

VIII. Additional Expectations of Graduate Students:

- A. To provide a scholarly role model for undergraduates by sustained participation in the class and an engaged, scholarly approach toward readings and assignments.
- B. To submit their professional book reviews to an appropriate, researched publication.
- C. To strive for graduate-level excellence and innovation on all assignments and projects.
- D. To facilitate one of the small groups in the workshops on design or on grant-narrative writing.

IX. Academic Policy Statement:

The Undergraduate Bulletin defines academic dishonesty as "...those acts which would deceive, cheat, or defraud so as to promote one's scholastic record...", and states that "[v]iolations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary

action, including dismissal from the university." You are expected to understand and abide by the rules governing academic honesty. The official statement about academic honesty, including plagiarism, may be found in the University's Code of Student Conduct (<http://www6.semo.edu/stuconduct/Code%20of%20Conduct%20Summer%202011.pdf>).

A common example of academic dishonesty is plagiarism, defined in the University Code of Conduct as "the act of passing someone else's work off as one's own" and, additionally, as "using the essential style and manner of expression of a source as if it were one's own." Any student submitting an assignment that fits either of these descriptions, will, at a minimum, receive a zero on that assignment with no opportunity to resubmit it. If you have *any* questions about what might qualify as academic dishonesty, you should ask me about them. This is definitely one case in which you're better off asking permission rather than forgiveness.

X. Student with Disabilities:

Southeast Missouri State University and Disability Support Services remain committed to making every possible educational accommodation for students with disabilities. Many services and accommodations which aid a student's educational experience are available for students with various types of disabilities. It is the student's responsibility to contact Disability Support Services to become registered as a student with a disability.

Accommodations are implemented on a case by case basis. For more information visit the following site: <http://www.semo.edu/ds/>

XI. Civility and Harassment:

The University strives to offer learning experiences and opportunities designed to help students think effectively, develop the capacity to communicate, discriminate among values, and make relevant judgments. A major determinant of a successful educational experience is a shared sense of respect among and between the students and their instructor. Mutual respect for all as well as a no tolerance policy on harassment of any kind is expected. Every student at Southeast is obligated at all times to assume responsibility for his/her actions, to respect constituted authority, to be truthful, and to respect the rights of others, as well as to respect private and public property.