

*****INTRODUCTION TO MODERN PUBLISHING:

An introduction to the history of modern publishing, to the art and business of producing books (including current trends and problems), and to the practical knowledge and critical skills needed to pursue employment in the industry. Prerequisite: Sophomore standing. Interdisciplinary.

Required Texts:

Lee, Marshall. *Bookmaking: Editing/Design/Production*, 3rd ed. W.W. Norton & Co., 2004.

Thompson, John B. *Merchants of Culture*, 2nd ed. Penguin Group, 2012.

COURSE CALENDAR

SCROLLS, FOLIOS & THE PRESS: PUBLISHING FROM 4000 B.C. – MID 20TH CENTURY

WEEK 1: / Look Back, Waaaaay Back: An Extremely Abbreviated Intro to the History of Print

Podcasts –

Centre for the History of the Book at the University of Edinburgh
goo.gl/uTJxCI

TED Talk –

Revealing the Lost Codex of Archimedes by William Noel, ancient books curator
goo.gl/Wnpuli

Videos –

Pulp & Deckle: Making Recycled Handmade Paper
<https://youtu.be/mE2VWojDb1g>

Coptic Stitch and Codex Book Binding Tutorials
goo.gl/aWD3KZ

Websites & Archives –

The Codex Foundation – contemporary book arts
<http://www.codexfoundation.org>

Index to *Printing History*, the journal of the American Printing History Association
<https://printinghistory.org/publications/printing-history/index/>

OPTIONAL: Weekend workshop on papermaking and Coptic stitch bookbinding

WEEK 2: / Fast Forward: An Introduction to Modern Publishing / 2 pp. Reflection Essay

Reading & Writing –

Thompson, Introduction and Ch. 1-3: The Growth of the Retail Chains; The Rise of Literary Agents; The Emergence of Publishing Corporations

Sax, David. “What Barnes & Noble Doesn’t Get About Bookstores,” *The New Yorker*, October 21, 2016. http://www.newyorker.com/business/currency/what-barnes-noble-doesnt-get-about-bookstores?mbid=social_facebook

Write: 2 pp. reflection essay on the shifts in the publishing field created by retail brick and mortar and online booksellers.

WEEK 3: / Cool Stuff: An Introduction to Design – Typography, Composition & Illustration / Poster Project

Reading –

Lee, Ch. 5-7: Typography; Composition; Illustration

Lynda.com Video Tutorials –

Introduction to Graphic Design

goo.gl/GuvDzZ

Guest Lecture –

Visiting graphic designer to introduce and discuss principles of design

Project –

Poster Project: typographic hierarchy

<http://www.thinkingwithtype.com/contents/extras/>

WEEK 4: / Cool Stuff Continued: Design – Book Covers & Bindings / 2 pp. Visual Analysis of Book Cover

Reading & Writing–

Lee, Ch. 29, 13: Cover Graphics; Sample Covers; Binding

Poynor, Rick. “Penguin Crime: Romek Marber’s 1960s Paperback Identity is a Landmark of Independent British Design.” *Eye* 53:4, 2004.

<http://www.eyemagazine.com/feature/article/penguin-crime-text-in-full>

Write: 2 pp. visual analysis of two book covers of your choice from the Book Cover Archive

TED Talk –

The Art of First Impressions in Design and Life by Chip Kidd, book designer

https://www.ted.com/talks/chip_kidd_the_art_of_first_impressions_in_design_and_life

Websites & Archives –

Book Design Blog by graphic designer Paul Murray

<http://thebookdesignblog.com>

The Casual Optimist: Books, Design and Culture

<http://www.casualoptimist.com>

Beauty for Commerce: Publishers’ Bindings, 1830-1910 / University of Rochester

<http://rbscp.lib.rochester.edu/3352>

Book Cover Archive

<http://bookcoverarchive.com>

WEEK 5: / The Publishing Business – Editorial / 2 pp. Reflective Essay

Reading & Writing –

Lee, Ch. 17-19: Concept & Acquisition; Working with Marketing; Working with Manuscripts

Write: 2 pp. reflection on the role of the editor in modern publishing

Guest Lecture or Field Trip –

Visit to discuss editorial practices in trade book or magazine publishing

WEEK 6: / The Publishing Business – the Structure & Dynamic of the Modern Publishing Field

Reading –

Thompson, Ch. 4-5: The Polarization of the Field; Big Books

WEEK 7: / The Publishing Business, continued / Thesis and Outline of Final Essay

Reading & Writing –

Thompson, Ch. 6-8: Extreme Publishing; Shrinking Windows; The Wild West

Write: For the final essay in this class, reflect on the history of modern publishing and construct a critical analysis of that history. Considering Thompson's text, what mistakes or missteps has the industry made along the way? What has it done well considering the shifting landscape of the field? Draft a working thesis statement and rough outline for this critical analysis essay.

WEEK 8: / An Introduction to the Tools of Print Publishing – Paper, Plates & Printing

Reading –

Lee, Ch. 11-12: Paper; Plates & Printing

Videos –

Learning to Set Type, 1959

<https://www.youtube.com/watch?v=5LCESWe1jw0>

Modern Stereotyping: One Herald Plaza, 1963

<https://www.youtube.com/watch?v=cAKE8VzvJZk>

Paper Making, 2012

<https://www.youtube.com/watch?v=E4C3X26dxbM>

Linotype: the film

<https://vimeo.com/user4747369>

Field Trip – Visit to nearby printing press for demonstration

WEEK 9: / Tools of Print Publishing, continued / InDesign Editorial Project

Lynda.com Tutorials –

Introducing InDesign

goo.gl/RIV15M

InDesign for Editors

goo.gl/WPOV7C

Project –

InDesign Editorial Project: Complete all exercises in the InDesign for Editors tutorial and export the final layout to PDF.

DIGITAL PUBLISHING: MID-20TH C. – PRESENT

WEEK 10: / An Introduction to the History of Digital Book Publishing / 2 pp. Reflection Essay

Reading & Writing –

Thompson, Ch. 9: The Digital Revolution

Schuessler, Jennifer. "The Godfather of the E-Reader." *New York Times*, April 8, 2010.
http://www.nytimes.com/2010/04/11/books/review/Schuessler-t.html?_r=0
Carr, Nicholas. "Books That Are Never Done Being Written." *The Wall Street Journal*,
December 31, 2011.
Carr, Nicholas. "Paper Versus Pixel." *Nautilus*, August 29, 2013.
Carr, Nicholas. "Is Google Making Us Stupid?" *The Atlantic*, July/August 2008.

Write: 2 pp. reflection on the impact of the digital revolution on modern publishing

Websites & Blogs –

Readies.org (Robert Carlton Brown's reading machine – advent of digital text)
<http://readies.org>

Publishing 2.0: A blog about how technology is transforming media
<http://publishing2.com>

Video –

What the Internet is Doing to Our Brains
<https://www.youtube.com/watch?v=cKaWJ72x1rI>

WEEK 11: / An Introduction to Digital Publishing Design / InDesign Magazine Layout Project

Lynda.com Tutorials –

Designing a Magazine Layout
goo.gl/mHGkvL

Websites & Blogs—

Magazine Designing
<http://www.magazinedesigning.com>

Project—

Design a two-page magazine spread in InDesign that includes a headline, image, image caption, pull quote, body copy, subheads, and folio.

WEEK 12: Thanksgiving Break / First Draft of Final Essay Due

Peer Review: Peer review of first draft

Explore:

Project Gutenberg
http://www.gutenberg.org/wiki/Main_Page

Electronic Literature Organization
<http://eliterature.org>

WEEK 13: / The Tools of Digital Publishing / 2 pp. Comparison Essay

Lynda.com Tutorials –

EPUB Fundamentals
goo.gl/09DZYz

Content Delivery Platforms:

Issuu
<https://issuu.com>

Yudu

<http://www.yudu.com>

Comparison of e-book formats

https://en.wikipedia.org/wiki/Comparison_of_e-book_formats

Web Standards Associations:

World Wide Web Consortium: W3C Digital Publishing Activity

<https://www.w3.org/dpub/>

International Digital Publishing Forum: EPUB 3.0

<http://idpf.org/epub/30>

EDItEUR International Standards

<http://editeur.org>

Write: After thoroughly reviewing their respective websites, write a 2 pp. comparison of the Issuu and Yudu content delivery platforms

WEEK 14: / The Business and Future of Digital Publishing / 5-7 pp. Final Essay Wrap Up

Reading & Writing—

Thompson, Ch. 10: and Conclusion: Trouble in the Trade; Facing an Uncertain Future

Pang, Justin. "The Future of News and Publishing," TechCrunch.com, Feb. 17, 2016.

<https://techcrunch.com/2016/02/17/the-future-of-news-and-publishing/>

Albazaz, Ali. "The Future of Publishing in a Data-Driven World,"

DigitalBookWorld.com, Sept. 8, 2016.

<http://www.digitalbookworld.com/2016/future-publishing-data-driven-world/>

Warner, Brooke. "Print-on-Demand, Climate Change, and the Future of Publishing,"

PublishersWeekly.com, Aug. 17, 2016.

<http://www.publishersweekly.com/pw/by-topic/authors/pw-select/article/71199-climate-change-and-the-future-of-publishing.html>

Write: Complete revisions for the final essay in this class in which you reflect on the history of modern publishing and construct a critical analysis of that history. Considering Thompson's text, what mistakes or missteps has the industry made along the way? What has it done well considering the shifting landscape of the field? Due last day of class.

WEEK 15: / Keeping Up with the Joneses / Staying Current in Modern Publishing

Websites & Blogs—

Association of American Publishers

<http://publishers.org>

American Association of University Publishers

<http://www.aaupnet.org>

Book Business

<http://www.bookbusinessmag.com>

The Publishing Week Ahead from Publishers Weekly

<http://beyondthebookcast.com/tag/publishers-weekly/>

e-books blog from Publishers Weekly

<http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/index.html>

Inside Book Publishing blog

<http://www.insidebookpublishing.com>

Publishing Trends blog

<http://www.publishingtrends.com>