

**Faculty of Communication & Design**

**School of Creative Industries**

**CRI 420: From Writer to Reader**

**Fall 2016**

**Class Meetings: VIC 303 — Fridays — 6:30-9:30pm**

**Instructor: Mike O'Connor**

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**Office hours: by appointment**

**Website:** This course will make extensive use of the Brightspace online course platform for communicating with students, coordinating group work, submitting assignments, reporting grades etc. All students should ensure they have access to Brightspace and should seek training and information from Ryerson CCS if they are unable to effectively use it. (See the website <http://www.ryerson.ca/courses/>.)

**Course Description**

This overview of the book publishing industry in Canada today will follow the path of books in Canada from creation by authors to consumption by readers, and beyond. Topics will include the identity of the Canadian writer; literary agency; the structure of the publishing house through the publishing process (acquisitions and editorial; rights management; design and production; marketing, sales, and publicity; distribution); self-publishing; the role of the media and social media; book festivals, reading circuits, and literary awards; book and device sales, both brick-and-mortar and online; libraries and the used book market; and book clubs.

Note: The course will place special emphasis on the impact of new technology in the publishing process. Students will select a brief manuscript to edit, design, publish and market.

### **Course Information**

This is a required course for all Creative Industries students undertaking the Publishing and Printing module. It is also available as an elective for all 3<sup>rd</sup> and 4<sup>th</sup> year Creative Industries students and as an open elective for students in other programs.

### **Learning Objectives**

On completion of the course, students will be able to:

- Distinguish trade publishing from educational and scholarly publishing
- Describe the basic sales terms agreed to between book publishers and bookstores
- Describe, in detail, a publishing house's decision to publish procedure, including manuscript evaluation, offer to publish, contract offer, and determination of book's specifications
- Define libel and the basic defenses against libel
- Describe the editorial and design pre-press process, as well as the production process
- Evaluate books on the basis of promotional, marketing, and sales strategies appropriate to different types of books

### **Teaching Method**

The course will be delivered through lectures and discussions. The instructor will evaluate students' understanding of course content and related issues through: a series of six quizzes, the production and publication of ebooks, online discussions, and maintaining learning/work journals.

### **Required Textbook**

Anderson, Chris. *The Long Tail: Why the future of business is selling less of more*. Revised edition, Hyperion, 2008., ISBN 978-1401309664. This text is required for all students and is available for purchase in paperback at the Ryerson campus store:

### **Assignments and Evaluation**

E-Book Publishing Project	30%
On-Line Discussion	15%

Quizzes	15%
Book Trailer	20%
Learning/Work Journal	20%

## Course Schedule

Week	Date	Description	Assignments & Quizzes	Readings from <i>The Long Tail</i>
1	Sept. 8	Trade Publishing		
2	Sept. 15	The Publishing House		Introduction and chapter 1
3	Sept. 22	The Decision to Publish	Quiz 1 Discussion 1	Chapters 2 & 3
4	Sept. 29	Writers and Writing	Quiz 2 Learning/work journal 1	Chapter 4
5	Oct. 6	Editorial	Discussion 2	Chapter 5
6	Oct. 20	Production	Quiz 3	Chapters 6 & 7
7	Oct. 27	Marketing and Publicity	Discussion 3	Chapters 8 & 9
8	Nov. 3	Sales and Booksellers	Quiz 4 Learning/work journal 2	Chapter 10 & 11
9	Nov. 10	Self Publishing	Book Trailer due	Chapter 12 & 13
10	Nov. 17	Legal Issues	Quiz 5	Chapter 14

11	Nov. 24	New Business Models	Ebook assignment	Chapter 15
12	Dec. 1	Small Presses	Quiz 6 Learning/work journal 3	Coda & Epilogue

## **Evaluation Details**

### **1. Ebook publishing — 30 marks**

(group mark)

The instructor will divide the class into groups of four or five. Each group will acquire content, edit, design, publish and market an ebook that will be available through an online bookseller. Each group will use iBook Author to produce their ebooks.

Due date: Class 11

### **2. Online discussion — 15 marks**

(individual mark)

The class will be given a question to research and each individual will develop a position or response to the question. Each student must make at least three posts per discussion, either initiating a post or responding to other posts. The discussion questions will be derived from the lecture material and from the textbook. The discussion will take place on the class website in BRIGHTSPACE.

Due dates:     Discussion 1 Class 3  
                  Discussion 2 Class 5  
                  Discussion 3 Class 7

### **3. Quizzes — 15 marks**

(individual mark)

There will be six quizzes throughout the course based on material found in the textbook.

Quizzes will be held during classes 3, 4, 6, 8, 10 and 12.

### **4. Learning/work journal — 20 marks**

(individual mark)

Each student will be responsible for maintaining a learning and work journal. Every week during the course, students will write about their progress in learning, the difficulties encountered in the process of learning, the strategies each student has taken to get around those difficulties, and evaluate of their own performance. The journals can be found in the course website under journals. As well, each student will describe what they did in their group each week. Each entry will be between 100 and 200 words.

Due dates	First instalment	Class 4
	Second instalment	Class 8
	Third instalment	Class 12

### **5. Book Trailer — 20 percent**

(individual mark)

Each student will produce a two to three minute video promoting they have written. The video will be posted on YouTube.

Due date: Class 9.

Late work: Extensions to deadlines will only be granted in exceptional circumstances. Late work will have 5% deducted per day. Work overdue by more than one week will not be accepted without permission from the professor.

### **University Academic Policies**

This course is conducted in accordance with all relevant University academic policies and procedure and students must adhere to them. Students should refer online to the 2016/17 Creative Industries Student Handbook for specific information with respect to the following policies:

Policy #60: Student Code of Academic Conduct

Policy #61: Student Code of Non-Academic Conduct

Policy #134: Undergraduate Academic Consideration and Appeals

Policy #157: Ryerson's E-mail Accounts for Official Communication

Policy #159: Academic Accommodation of Students with Disabilities

### **Important Resources Available at Ryerson**

Use the services of the University when you are having problems writing, editing or researching papers, or when you need help with course material:

- ✓ The Library (LIB 2nd floor) provides research workshops and individual assistance. Enquire at the Reference Desk or at [www.ryerson.ca/library/info/workshops.html](http://www.ryerson.ca/library/info/workshops.html)
- ✓ The Writing Centre (LIB 272- B) offers one-on-one tutorial help with writing and workshops [www.ryerson.ca/writingcentre/workshops.htm](http://www.ryerson.ca/writingcentre/workshops.htm)

- ✓ Learning Success (VIC B-15) offers individual sessions and workshops covering various aspects of researching, writing, and studying. You must book these directly through their website  
<http://www.ryerson.ca/studentsservices/learningsuccess/>
- ✓ English Language Support (VIC B-17) offers workshops to improve overall communication skills [www.ryerson.ca/studentsservices/els/](http://www.ryerson.ca/studentsservices/els/)
- ✓ There is one general site where you may see and register for all of the workshops offered by all of these areas:  
<http://www.ryerson.ca/academicintegrity/workshops.html>