



RAMA DEVI WOMEN'S UNIVERSITY
BHUBANESWAR

CERTIFICATE COURSE IN PUBLISHING

DEPARTMENT OF ENGLISH
RAMA DEVI WOMEN'S UNIVERSITY
2019-20

MP
9/1/19

Certificate Course in Publishing
Offered by
Department of English, R D Women's University

Rama Devi Women's University is an upcoming Women's University in Odisha (the only one in Eastern India) with a goal to impart higher education to women through a wide range of professional and academic courses so as to meet the socio-economic demands.

The course is open to both students of R D Women's University and from outside.

No. of seats: 25

Course Fees: Rs. 6,000/-

Duration: 8 weeks

Classes will be held twice a week. [2 classes of one-and-half hours each per day; Total number of classes - 64 hours]

Objective of the Course: Odisha has not achieved much visibility in the world of publishing. One of the probable reasons may be lack of initiative taken by the academia of the State to promote any course in publishing and editing. But as a recent survey goes the Book Publishing industry is estimated to grow annually at a rate between 18-20 % every year (source - Nielsen report). The industry is dominated by 'textbook publishing' both for the school and college market, then by reference publishing both general and academic and finally by trade publishing. Any course on publishing will also have to take into account new trends which are challenging the traditional model and creating new business models in publishing.

The Course would come in handy for those students of the University who endeavour to increase their employability in the field of publishing industry and those who are considering a career in publishing in

39

traditional print or new media as the functional roles of managing editor, copy editor, creative/art director, photo design editor, and freelance writer:

The course aims at -

- providing an opportunity for self-employment; skill upgradation/skill acquisition in various aspects of publishing;
- training aspiring/practicing publishing professionals in marketable skills in various areas of publishing, including specialized editing, copyediting, copyrights, intellectual property, proofreading and marketing;
- preparing the students for a variety of different roles in publishing industry, and also to provide a strong vocational base;
- encouraging the students to take the challenges of starting their own publishing ventures and also update the knowledge of those who are already in this coveted profession.

Much of the course will be devoted to practical work. Regular workshops on all major aspects of editing and book publishing will be held to provide hands-on experience.

Eligibility: A candidate with Bachelor's Degree in Arts / Science/ Commerce (Honors/ General) is eligible to apply. The candidate should have obtained 45% in aggregate.

A candidate who has appeared at the final examination for graduation is also eligible to apply. However, if selected, such a candidate has to submit the proof (pass certificate, mark sheet etc) of his/her graduation before admission to this course.

No upper age limit for admission.

Infrastructure required: Smart Classroom will be used for the purpose.

Internship: Students have to take up compulsory internship of ten days in any publishing industry.

Selection Process: Students will apply in plain paper with photocopies of their credentials to the Centre of Excellence, Room No. – 2, Main Building, R D Women's University. After screening, the eligible candidates have to go through a written test for final selection.

178

Resource Persons. Eminent and experienced teachers from various academic institutions, professionals from the publishing world.

Course Description:

Introduction

This course will examine the fundamental aspects of publishing industry with an emphasis on book history and book publishing. Issues such as editorial brainstorming and manuscript selection, layout processes, production, interior and exterior designing, marketing, and financial factors will be explored on hands-on-level, with examples and collaborations drawn on ongoing publishing project. The emphasis on project will focus on evaluating manuscripts, fact checking, copy cutting, editing, rewriting, proof-reading and writing captions, titles and sub-titles.

The course will seek support from publishing houses and institutions which run alike programs.

Course Content

Introduction - History of Publishing and Printing in India and the growth of the market for books in India, in English and in Indian languages; a broad survey of various stakeholders in the business - authors, editors, producers and designers, printers, sales, marketing and publicity, retailers and distributors, readers and managers.

Editing - Qualification of an editor (by publishing genre); principles of editing both substantive and copy-editing; the editor's role in developing a manuscript across publishing genres; the editorial brief to management and the publishing contract; the new book announcement (NBA) and the editorial brief to design followed by a brief to sales; the editor's liaison with author for promotion leads.

Proof-reading - who reads the proofs and how many rounds?

The Publishing Contract and Royalty

Design - Role of a designer; format and layout and typography; cover design and illustrations.

Production - Costing and marking-up for press; Colour printing and placement of illustrations and selection of paper for printing.

Printing - State of technology; machining and various forms of binding; Advance and final copies.

Publicity and Promotion - Brochure and catalogue; Author copies and review copies; author interviews; visibility at books fairs and lit fests.

Sales and Marketing - Marketing plan; promotion with retailer and wholesale distributor; Airport bookshops and online sales; Promotion of print and e-books; Promotion via social media and website; Warehousing and Supply Chain; Returns from Trade.

New developments - E-books; POD (Print On Demand); Self-publishing.

Facilities in the various topics will add more detailed content in each topic.

For the completion of the course the students have to:

- a) Submits an Analysis Paper: Each student chooses a different book / journal to analyze. Your 3-5 page paper will cover such aspects as editorial approach/style, content, layout and design, quality of material etc.
- b) Give a Presentation: Students will give a short presentation (about 15 minutes) on some aspect of book publishing or editing or production that they have researched.
- c) Final Project/Presentation: The final assignment will be to create and design their creative piece with a clear mission and editorial and aesthetic philosophy. The student will present his or her print project to the class (10 minutes), explaining the rationale/approach to their project.

Grading

- Class attendance and Participation: 25 marks
- Presentation— 20 marks
- Analysis Paper— 25 marks
- Final Project— 30 marks

On the completion of the course certificates will be issued by Rama Devi Women's University.

Action Plan for 2021-2022:

1. To be advertised in the newspaper:
2. Last date of application:
3. List of students to take admission to be released:
4. Admission:
5. Class commencement:
6. Certificate award:

M.P.
5/12/20