



Editing & Publishing I

Dr. Carol Robinson

ENG 30072 Editing and Publishing I COURSE SYLLABUS

UPDATED: 1/29/2020

Spring 2020

First Day of Classes: January 13, 2020

Last Day to Add: January 19, 2020

Martin Luther King, Jr. Day: January 20, 2020

Last Day to Drop: January 26, 2020

Midterm Grades Available: March 4, 2020

Last Day to Withdraw ("W" grade): March 22, 2020

Spring Break: March 23-29, 2020

Last Day of Classes: April 28, 2020

Final Grades Available: May 13, 2020

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Office Location: 128D

Office Hours: Online only, via KSU Google Hangout.

Appointments for Online Real-time Text Conferences

(KSU Google Hangouts) are available via links in Blackboard Learn.



This is a Kent State University Trumbull campus course.

Required Course Materials & Structure

- This course is 100% online.
- You *must* have consistent use of a **reliable personal computer and Internet access. Computer technology issues are not a valid excuse for missed or delayed work.** (Smartphones are not personal computers.) *If you do not own a computer, please remember that there are numerous computers available for your use throughout the Trumbull campus.*
- This course makes use of the following:
 - **KSU Blackboard Learn**
 - **KSU Google Documents** (located in [KSU Google Drive](#))
 - **KSU Google Hangouts** (located in [KSU Google Drive](#))
 - **WeJoinIn** Appointments Sign-up Sheets
 - **CyberspaceRobinson.org:** The Course Syllabus, Course Plan, lessons, case studies and most of the assignments are located on my personal domain (linked to Blackboard Learn).
 - The Course Syllabus, Course Plan, Lessons, case studies, and most of the assignments are linked in the left-side panel of our course site in Blackboard, as well as directly to the [Course Plan](#). Other assignments will be handed out in class, or are located within Blackboard.
 - All lessons and case Studies are password protected, and the password can be found in the left-side panel of the course site in Blackboard.
 - **Readings and Viewings:** you will be required to read and view numerous items throughout the semester. These are all located within the lessons and case studies.

Catalog Course Description & Learning Outcomes

This course provides students with an overview of the editing and publishing industry; it provides practice, instruction, and feedback on document editing and book production and publishing.

Prerequisite: ENG 21011 or HONR 10297.

Students will:

- Understand what is involved in trying to find jobs in book publishing
- Understand the differences between trade, higher education/textbook, and academic and scholarly publishing
- Learn basic publishing terms and survey the process of publishing from manuscript submission to the marketing and promotion of books
- Explore the skills essential to each part of the business: editorial acumen, the technical abilities important in copyediting such as proofreading and fact-checking, the skills essentials for good copywriting, the importance of understanding sales and marketing functions, the costs and schedules of producing physical books, and the basics of profit and loss margins
- Learn publishing permissions laws: fair use, public domain, and the relationship between rights holders, authors, and publishers
- Learn ways to prioritize tasks, deal with a lot of authors and books at the same time, and act as a liaison between different departments in a publishing house
- Learn how to read publishing contracts, especially those critical clauses relating to indemnity, territories, sub-rights, and so forth

Course Units and Reading/Viewing Assignments

As the Catalog Course Description indicates (above), the central focus is upon editing and publishing—in particular, the editing and publishing of books. The units are divided and organized to reflect different perspectives of the writing, editing, publishing, and book-selling worlds within the larger universe of publishing and editing:

- ➔ the perspective of the editing world
- ➔ the perspective of the publishing world
- ➔ the perspective of the authoring world
- ➔ the perspective of the reading world
- ➔ the perspective of the book crafting world (be it for on paper or online)
- ➔ the perspective of the lawyer and businessperson/investor world

Consider that it is possible for a single person to play each of these roles—though, of course, how well such a Jack-of-all-trades might succeed is another consideration to be made, too. It is assumed that you are considering a career in either the book publishing or book editing worlds (within the writing, editing, publishing, and selling universe). However, the units are not divided and organized into categories of the worlds as listed above; rather, they are divided into five clusters:

- A Brief History of Bookmaking
- The Editing Process
- The Publishing Process
- The Future of Bookmaking
- Case Studies in Editing and Publishing Books



Each unit contains links to required readings and required viewings. Each unit also contains supplemental materials for you to examine (or not examine) at your convenience. All units and their lessons are contained within a web page that is hosted by my personal domain (<http://cyberspacerobinson.org/>). All units are password protected in order to prevent violations of both copyright and fair-use. Access, however, is very easy—the username and password is the same for everyone and will remain so for the entire semester. Please see the course Announcements page in Blackboard Learn for more information.

Assignments

All assignment instructions are linked in both the Course Plan and in Blackboard Learn.

Editing Workshop—20% (200 points)

You will be working with either a partner or a small group on various small projects. This workshop is directly tied to the Mini-book Editing Project.

Publishing Workshop—20% (200 points)

You will be working with either a partner or a small group on various small projects. This workshop is directly tied to the Publishing Research Project.

Editing Project—20% (200 points)

You will be given a small manuscript to work through. You will be asked to assess its needs for improvement and then also work through it to make suggestions. There are four parts to this project.

Part I—2.5% (25 points)

Part II—5% (50 points)

Part III—10% (100 points)

Part IV—2.5% (25 points)

Publishing Research Project—20% (200 points)

The purpose of this assignment is to give you an opportunity to research, analyze, and evaluate different careers and possibilities in the publishing industry. There are four parts to this project. More information is provided in the assignment, including topic ideas.

Part I—2.5% (25 points)

Part II—2.5% (25 points)

Part III—5% (50 points)

Part IV—10% (100 points)

Trumbull Satellite Experiment—10% (100 points)

Trumbull Satellite is a developing multimedia publication, intended to be student-run.

Congratulations! You are one of the founding student members! While this is not a book publication, it will provide you with some first-hand editing and publishing experiences.

Mandatory Conferences—10% (100 points); each conference is worth 2.5% (25points)

Four times during the semester, you are required to meet with me online (KSU Google Hangouts) for a conference. Online Conference

Appointments sign-up sheets will be posted in Blackboard. Sign-up for a single appointment any time during the designated week for the Mandatory Conferences; you may also meet with me either before or after this week, but doing so will not count as fulfilling the Mandatory Conferences requirement. As long as you meet with me during the week, you will earn the full 25 points.



Course Grades

All assignments will be weighted according to the percentage value. All assignments will be evaluated on a 100 point scale as follows:

LETTER GRADE	100 Point Scale	50 Point Scale	FINAL GRADE Conversion
A	100-94	50	4.0
A-	93-90	46	3.7
B+	89-87	44	3.3
B	86-85	42	3.0
B-	84-80	41	2.7
C+	79-77	39	2.3
C	76-75	37	2.0
C-	74-70	36	1.7
D+	69-67	34	1.3
D	66-65	33	1.0
D-	64-60	31	***
F	55	27	0.0

No grade for submitted work ever goes above an **A** (300, 100, 10, or 4.0 points); likewise, no graded work ever goes below an **F** (165, 55, 5, or 0.0 points); however, if an assignment is never submitted, or if it is submitted too late to be graded, it will receive ZERO points.

Please see individual assignments for how items are graded.

Regarding Missed, Late, or Incomplete Work

- With the exception of Mandatory Conferences and Workshop assignments, late work will be accepted for a period of time after the due date; however, points will be deducted for late submissions. *For each day the work is late: 3% (3 out of a possible 100 points, 9 out of a possible 300 points) will be deducted from the grade. **No late work will be accepted if shared eight days or later past the due date or after May 6—whichever comes first.***
- **Mandatory Conferences:** If you fail to hold your conference appointment with me during the one-week period, you will earn **0 points**; if you meet with me, you will earn the **full 25 points**—*you are not being evaluated during our session.*
- **Workshop Work:** If you fail to meet and work with your partner(s) in a timely manner, your grade will be affected. If one of your partners fails to work with you, your grade will not be affected: continue to work without that individual—that partner may be removed from the group/partnership entirely.

Instructor Availability and Response Time

- *I'm here for you. If you work hard, I will work hard to help you.*
- I am frequently available for online conferences (text-chat) via KSU Google Hangouts. Feel free to sign up for a conference appointment; you do not have to wait for your mandatory conference appointment; if none of the appointment times work for you, please email me with times that you are available. See the sign-up sheets available online in Blackboard.



- Feel free to email me whenever you have questions or concerns (clrobins@kent.edu). As a rule, I respond rather quickly to emails, often within the same hour. If you email me over the weekend (Friday afternoon to Sunday afternoon), I am likely to respond less quickly, but will do so by the end of the weekend. *Please allow for at least 72 hours response time.*

Student Responsibilities

- **Enrollment**

The official registration deadline for this course is January 19, 2020. University policy requires all students to be officially registered in each class they are attending. Students who are not officially registered for a course by published deadlines should not be attending classes and will not receive credit or a grade for the course. Each student must confirm enrollment by checking their class schedule (using Student Tools in Flashline) prior to the deadline indicated. Registration errors must be corrected prior to the deadline.

- **Academic Presence Verification**

In compliance with federal regulations, the University is required to report that enrolled students have participated in at least one academically related activity. Examples of some of the acceptable academically related activity are: physically attending the course (if held on-land; does not apply to online courses), submitting an academic assignment, participating in an online discussion board, or initiating contact with the instructor (such as via email) to ask an academically relevant question. If no academic activity is submitted by the end of the fourth week (by **February 8, 2020**), then a grade of NF (Never attended F) will be assigned. The NF mark will count as an F in computing grade point averages. Students who have received an NF mark will lose access to the course in Blackboard.

- **Expectations for Course Participation**

- Read this Course Syllabus and the Course Plan—carefully.
- Follow the directions for all assignments completely.
- Complete all lessons, case studies, readings, viewings, writings, mandatory conferences, and workshop assignments.
- Manage time wisely, including computer and Internet access.



A Note on Plagiarism

Plagiarism is the act of using someone else's thoughts, words, drawings,... without giving that person due credit. Even if you use only a tiny part of that person's expression, you must give credit for that expression. Plagiarism carries a variety of sanctions, ranging from lowering of a grade to dismissal from the university. For more information, see Administrative policy regarding student cheating and plagiarism (http://www.kent.edu/policyreg/policydetails.cfm?customel_datapageid_1976529=2037779).

Students with Disabilities

University policy 3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact Elaine M. Shively 330-675-8932 or visit either <http://www.kent.edu/trumbull/student-accessibility-service> or www.kent.edu/sas for more information on registration procedures).