

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

Upon successful completion of LIBT 310, the student will:

1. Explain the context of Canadian publishing
2. Describe the life cycle of the book
3. Explain how federal government policy, grants and programs affect the published product
4. Research issues affecting readership
5. Research and use technologies altering the publishing landscape
6. Explain the economic, legal, and social context of book production
7. Explain how intellectual property, copyright, and fair use of copyrighted material affect publishing
8. Explain the position of information centres as consumers and as a market for published products

METHODS:

Classes will consist mainly of lectures, learning activities, and discussions.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check:) Yes No

METHODS OF OBTAINING PLAR:

The following approaches to PLAR may be considered (but not limited to): portfolio, demonstration, interview, examination, etc.

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Macskimming, Roy. *The Perilous Trade: Publishing Canada's Writers*. Toronto: McClelland & Stewart, 2003.
Zaid, Gabriel. *So Many Books: Reading and Publishing in an Age of Abundance*. Philadelphia: Paul Dry, 2003.
Lorimer, Maxwell, & Shoichet. *Book Publishing 1* (Vancouver: CCSP Press, 2005).

SUPPLIES / MATERIALS:

Current secondary electronic storage media

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Team project or short written assignment 20%

Midterm exam 15%

Research paper 35%

Final exam 30%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

The business of publishing: Researching the industry: methods, resources, and statistics; publishing cycle; production, marketing, sales channels, and distribution
Government, policy, and law; grants, copyright, buying around, legal deposit
Emerging technology and publishing; emerging formats, format obsolescence, and archival issues; sustainability: recycling, returns, and paper quality
Readership trends