

## **AP/WRIT 3004 3.0 Books and Bookmaking in the 21<sup>st</sup> Century**

**General description:** This course surveys the process of publishing a book from the evaluation of manuscript through the printing, marketing, and distribution of the final product. The structure and function of the organizational units of a typical publishing company – including acquisitions, editorial, production, art & design, rights & contracts, marketing, sales, customer service, fulfillment, and the business office – are examined.

The focus is on both printed and electronic books, and attention is paid to technological developments that are changing not only how books are produced but also what constitutes a book, how it is written by writers, and how it is purchased, accessed, and read by consumers. Students participate in workshops in which they assume the roles of key personnel in a publishing company, Lion Cub Books, and learn how publishing decisions are made. Classes include lectures, discussion, and simulations.

This course is a prerequisite for AP/WRIT 4721 6.0 (Y) Book Publishing Practicum. Together, these courses constitute a sequence that culminates in the publication of a real book through Leaping Lion Books in the second year of the sequence (see <http://www.yorku.ca/llbooks>). Students in AP/WRIT 3004 prepare for the publishing roles they will assume in AP/WRIT 4721.

### **Learning objectives**

1. Understand the organization of the book publishing industry

2. Understand the organization of the typical book publishing company and the roles played by key personnel.
3. Understand the forces that continue to shape the industry and are likely to drive demand in the market now and in the near future.
4. Understand the technological context in which changes in the book industry are occurring
5. Understand the substantive editorial contributions that publishers make to the content of the books they publish
6. Understand the significant design, production, and marketing decisions that publishers make that affect the way books are received, perceived, and sought out by readers
7. Understand why publishers make the decisions they make concerning the content, design, format, price, and distribution of the books they publish