

**ENGL 4890/6890: The Publishing Industry**  
spring 2019, T/TH 9:30–10:45, Watt 218  
Dr. Morgenstern, Office: 611 Strode  
Email: [jmorgan@clemson.edu](mailto:jmorgan@clemson.edu)  
Office Hours: Tuesday & Thursday 11:00–12:00 & by appointment

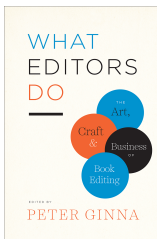


### **Course Description**

This course provides a hands-on introduction to book publishing. It distinguishes the roles of various publishing professionals from literary agents to in-house editors and introduces students to their first industry contacts. Major assignments will engage students in the process of publishing actual books in production with our university press and provide training in skills essential for landing an entry-level position in the industry.

Effectively, those enrolled in the course will serve as semester-long interns at Clemson University Press. After a brief overview of the industry and related technologies, class members will divide into “departments” (editorial, production, and marketing/publicity) and collaborate on a workflow for multiple, simultaneous, and ongoing projects.

### **Course Texts and Software**



*What Editors Do: The Art, Craft, and Business of Book Editing*  
Edited by Peter Ginna; ISBN-13: 978-0226299976




*The Chicago Manual of Style*, 17th edition (online version, available as an electronic resource via Clemson Libraries)





Adobe Creative Cloud (available free via CCIT). Throughout the course, you will use InDesign, Photoshop, and Illustrator. Please download these applications now.

## Course Objectives


In this course, you will:

 understand publishing as a collaborative, multi-stage process, develop a clear sense of the roles of various professionals across the industry, and achieve fluency in industry terminology;

 identify and analyze central debates within the publishing industry as it adapts to a shifting technological landscape;

 contribute to professional-quality publications throughout the manuscript-to-bound-book process (e.g. copyediting, design, typesetting, etc.) and concurrent marketing/publicity;

 achieve basic proficiency in industry-standard publishing software available via Adobe Creative Cloud, including InDesign, Illustrator, and Photoshop.

 build a resume suited to an entry-level position in publishing.

## Grade Breakdown

 *Course Preparedness and Participation 20%*

Come to class each day having read *closely* assigned text(s) and with some thoughtful things to say about them. *Annotate* your readings: underline or mark passages that jump out at you for some reason, respond to and ask questions about the text in the margins of the page, and track certain themes as they occur to you. You must participate *actively* in class discussions and workshops.

 *Interview questions 20%*

A fair number of our course sessions will be devoted to online and in-person discussions with industry professionals. You will develop questions to ask each speaker about their career path, day-to-day business in publishing, and advice for your own careers. Your questions should be engaged and engaging, not leading, i.e. ask “What brought you into the marketing department at your current company?” or “What do you look for on a job resume?” or “What’s a common question during a job interview in publishing?” *not* “How do I get a job at your company?”



### *Collaboration & leadership 20%*

Once we have established a basic foundation in the operations and departments common in the publishing industry, we will divide into departments: editorial, production, and marketing/promotion. You will collaborate closely with members of your department on a number of tasks as per the current needs of Clemson University Press. Your work will contribute to real publications—it must be professional quality. You will work together to accomplish goals, meet deadlines, and raise one another to the highest possible standard.



### *Resume 40%*

Throughout the semester, you will build a publishing resume. You will record your accomplishments, keep track of the software proficiencies you acquire, and document your own progress. Ultimately, the resume will demonstrate your engagement with the course material. You will have a “performance review” at the end of the semester during which we will discuss your work, your key strengths, any areas for improvement, and your career path.

# 6, 5, 4, 3, 2, 1

### **Late Submissions**

Publishing is a deadline-based industry, with each step in the broader process scheduled for months or years in advance. You are expected to prioritize assignments for this course as you would any other in order to keep each project on target and the whole team operating on schedule. However, delays are sometimes part of the process. What’s important: anticipate and communicate delays in advance, ask for help, reach out to your department and to me for guidance. Failure to act professionally with respect to deadlines will affect your final course grade.

### **Clemson Thinks<sup>2</sup>**

This is a Clemson Thinks<sup>2</sup> (CT<sup>2</sup>) course. Our class discussions and course readings are designed to introduce you to the fundamental concerns and operations of modern publishing while increasing your critical-thinking skills. Much of your work for the press will require critical thinking: *problem-solving*; *reasoning* through technical problems; and *evaluating* (and improving) the quality and effectiveness of manuscripts, design templates, and advertisements.

### **Academic Honesty (plagiarism) and Intellectual Property (copyright)**

The unattributed use of another’s ideas, phrasing, images, or data will result in a failing grade on any assignment and may lead to significant consequences as determined by the Office of Undergraduate Studies. In the context of our course, theft of intellectual property could expose the university to liability—your work will contribute to real publications. When in doubt about copyright status, permissions documentation, etc., please raise your concerns with me in class or over email.

What follows is Clemson's official statement on academic integrity:

As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.

When, in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty, the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean for Curriculum in the Office of Undergraduate Studies. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.

### **Disability Pride & Culture**

Wondering if you're disabled? To me, disability encompasses folks with physical disabilities, people with chronic illness, folks who are mentally ill/psych survivors, neurodivergent people, deaf or hard-of-hearing people, and those of us who are some or all of the above. So if you are disabled, hello and welcome! You join the legacy of disabled poets including Homer, Milton, Pope, Byron, Dickinson, and many more. If you require accommodations due to barriers in the structure of facilities, course design, technology, or other resources, please let me know, and make an appointment with Student Accessibility Services (phone: 864-656-6848; [studentaccess@lists.clemson.edu](mailto:studentaccess@lists.clemson.edu); Suite 239 in ASC).

### **The Elevator**

Occasionally the elevator in this building does not work. If it is not working, then our class will not meet on the second floor. We will meet on the first floor. Our meeting space will always be accessible.

### **The Adobe Studio**

The Adobe Digital Studio (5th floor, Cooper Library) is an open-access learning space dedicated to providing students with digital production skills and the technology to use them. Their mission is to ensure the digital literacy of students in order to guarantee their success both in the classroom and on the job market. The Studio is outfitted with a soundproof audio production studio, a video production studio, collaborative workstations, high-resolution scanners, and the mammoth Behance wall, which serves as a multi-faceted presentation board for both local and online projects. Highly-trained UPic Adobe Interns are ready to help visitors with any questions they may have about software or equipment. Staff members come from various fields of study, to realize the vision of a next-generation education where all disciplines expect creativity. Work on projects in comfortable couches around 48-inch monitors. With the Studio's focus on working together, nearly every piece of technology and furniture can move around the space—which also features power hubs and Ethernet across the floor to enhance mobility. Please make use of the Adobe Studio to work collaboratively outside of class or to get additional technical assistance on how to operate Adobe programs.

# 1, 2, 3, 4, 5, 6

## **Attendance Policy**

Your attendance in class is mandatory. You are given a total of *two* absences without any penalty to your final grade. Please note that these absences are not wild cards to be used in addition to absences resulting from medical emergencies, illness, bereavement, late alarms, or any other reason that you may miss class. These absences are set aside for those purposes only and each absence beyond three will result in three-percent reduction from your overall course grade. If you anticipate missing more than two course periods during the semester for any reason whatsoever, please speak with me after class, during office hours, or by appointment as soon as possible. Please also note that two late arrivals (after I have taken attendance) count as an absence. An absence from class on the day that an assignment is due does not give you permission to submit the assignment late. You will need to report to your department (cc-ing me) and make arrangements to deliver the work.

## **Inclement Weather Cancellations / Absence of Professor**

In the event that I cancel class due to weather, you will be notified via email and via an announcement on Canvas. If I'm ever fifteen minutes late to class, you should proceed without me in discussion of the reading or on collaborative projects. If I am more than fifteen minutes late and you have no reading assignment or project on your docket, you are dismissed without penalty.

## **Technology in the Classroom**

You should bring your laptop to every class and use them responsibly and with focus (no personal chatting, email, or outside work "on company time").

## **Title IX Statement**

Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>. Mr. Jerry Knighton is the Clemson University Title IX Coordinator. He also is the Director of Access and Equity. His office is located at 111 Holtzendorff Hall, 864.656.3181 (voice) or 864.565.0899 (TDD).

## Course Schedule

Whereas it's possible and preferable to schedule exact deadlines for each and every assignment in some classes, the publishing process requires some flexibility, as do the schedules of the various industry professionals who will join our class. Below is a rough, partial schedule that's subject to constant revision. You will need to check your email regularly for revised due dates and keep in regular contact with me and with your department on the progress of each project and its associated workflow.

<b>Week</b>	<b>Tuesday</b>	<b>Thursday</b>
<b>1</b>		January 10 Introductions and course overview
<b>2</b>	January 15 Resume due at the start of class, in hardcopy Read: introduction and part I of <i>What Editors Do</i>	January 17 Read: part II of <i>What Editors Do</i> InDesign workshop
<b>3</b>	January 22 Read: part III of <i>What Editors Do</i> and "Production Guide_line drawings from photos" (handout)  January 23: last day to drop w/o a W grade	January 24 Read: chapters 14, 16, 19, and 20 (all in part IV) of <i>What Editors Do</i>
<b>4</b>	January 29 Read: part V and conclusion of <i>What Editors Do</i> Bring high-resolution photo to class for Illustrator workshop	January 31 Read: "Basic Procedures" from Amy Einsohn's <i>The Copyeditor's Handbook</i> (pp. 29–56) (handout)
<b>5</b>	February 5 Read "Copyright Basics" (handout) Divide into departments; overview of projects in queue for Clemson University Press and associated deadlines	February 7 Guest speaker
<b>6</b>	February 12 Workshop in departments	February 14 Dr. Knox to visit class
<b>7</b>	February 19 Guest speaker	February 21 OCR workshop in the Adobe Studio
<b>8</b>	February 26 Workshop in departments	February 28 Guest speaker
<b>9</b>	March 5 Workshop in departments	March 7 Workshop in departments
<b>10</b>	March 12 Guest speaker	March 14 Workshop in departments
<b>11</b>	March 19 No class: spring break	March 21 No class: spring break

<b>12</b>	March 26 Guest speaker	March 28 Workshop in departments
<b>13</b>	April 2 Guest speaker	April 4 Workshop in departments
<b>14</b>	April 9 Workshop in departments	April 11 Guest speaker
<b>15</b>	April 16 Workshop in departments	April 18 Guest speaker
<b>16</b>	April 23 Workshop in departments	April 25 Resume due at the start of class, in hardcopy Performance reviews during final exams block or by appointment.