

Electronic Publishing

English 338 / PR 368 Fall 2005
Dr. Michael Kapper Th 3:30-6:00, LC 05

Instructor Information:

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Course Management

This course is *not* available on Capital University's BlackBoard course management system. Because it is a course in electronic publishing, it is supported instead by a DIY website that demonstrates many of the principles discussed in the course. You may find this website at:

<http://capital2.capital.edu/faculty/mkapper/courses/electronic-publishing.html>

Required Texts and Materials:

Books:

Kate Avena, et al, eds. *Digital Publishing: F5 Refreshed*. Parlor Press, 2003.

Thomas L. Friedman. *The World is Flat: A Brief History of the 21st Century*. Farrar, Strauss, and Giroux, 2005.

John Gantz and Jack B. Rochester. *Pirates of the Digital Millennium: How the Intellectual Property Wars Damage Our Personal Freedoms, Our Jobs, and the World Economy*. Prentice Hall, 2005.

Lawrence Lessig. *The Future of Ideas: The Fate of the Commons in a Connected World*. Vintage, 2001.

Lawrence Lessig. *Free Culture: The Nature and Future of Creativity*. Penguin, 2004.

Required Software:

NightKitchen TK3 Reader (free download: www.nightkitchen.com)

Adobe Acrobat Reader 7.0 (free download: www.adobe.com)

Any Up-To-Date Web Browser (ask me if you have questions)

SmartFTP (free download: www.smartftp.com)

Windows Movie Maker (already part of Windows XP)

Macromedia Fireworks MX2004 (free trial: www.macromedia.com)

Macromedia Flash MX2004 (free trial: www.macromedia.com)

Software That Will (or Might) Be Useful

NightKitchen TK3 Author (free trial: www.nightkitchen.com)

Adobe Acrobat 7.0 Pro (free trial: www.adobe.com)

Adobe Premier 1.5 Pro (free trial: www.adobe.com)

Adobe InDesign CS2 (free trial: www.adobe.com)

Please Note:

All of the required software for this course is either free or free to try, as is all of the other potentially useful software. You might have to time your trials appropriately, but otherwise there should be **no** problems with software access.

Course Description

From the Capital University *Undergraduate Bulletin 2005-06*: "Coverage of the electronic and digital aspects of the publishing industry. Students will learn to compose, design, and generate content for electronic publication. Topics may include the generation of print-like materials for webbed distribution, preparation of print texts for on-demand publication, and creation of electronic books (ebooks)."

This course will follow two parallel tracks: On the one hand we will work with the various technologies that make electronic publication in a number of media possible, practicing the skills involved and learning to use some of the “tools of the trade”; on the other hand, we will read theory on how and why to publish digitally, as well as discussions of the opportunities and challenges of digital and electronic publishing. Hopefully, these theoretical readings and discussions will also help us to understand more of our work with technology.

Each class session we will spend time discussing a reading assignment, and some time discussing and/or demonstrating technology, and perhaps some time workshopping and/or presenting our digital media projects.

Graded Course Projects

The Course Blog. (75 points; 15% of final grade) During the first class session, the weblog (“blog”) technology at blogger.com will be demonstrated. You will then be required to post to a course blog using blogger each week, in lieu of handing in a printed reading journal. Each post should consist of a response to all or part of the week’s reading assignment, and our blog posts, along with the texts, will shape our discussion of the reading that week. You should post to the blog by 8:00am Thursday, each week.

The blog is located at: <http://capital2.capital.edu/faculty/mkapper/courses/ep-blog.html>

Your Personal Blog. (50 points; 10% of final grade) When blogger is introduced, you will need to set up a personal blog—to ensure that you are familiar with the process of setting up a blog. This project will include fully setting up a blogger.com blog site and emailing me the link so that I can see your newly-created blog. Web design doesn’t count (using a blogger.com blog template *is fine*). If you want to keep using your blog, that’s fine; if you want to just let it die after setting it up, that’s okay, too.

Adobe Acrobat Document. (50 points; 10% of final grade) You will use a word processing or desktop publishing program to design a print document such as a flyer or brochure, and then prepare it for webbed distribution by using Adobe Acrobat. The final version will be posted online.

Group Project: Video Argument. (75 points; 15% of final grade) You will create a video text (likely including audio, as well), suitable for distribution online or on cdrom (in either case, Microsoft *PowerPoint* is unacceptable). The video text will make an argument, and will likely include research. The final version of this project will be presented in its appropriate medium: on cdrom or on the web.

Adaptation Project. (100 points, 20% of final grade) You will choose a literary work in the public domain (this will be clearer to you when the project is assigned), and you will create an electronic version of that work. The medium of the work and your presentation of it is up to you; you must, however, present the final version wholly electronically—on the web, on cdrom, or in some other electronic format.

Final Examination. (75 points, 15% of final grade) During finals week, you will be examined concerning the theoretical works we have read and interpretation and application of the theory and practice we have discussed and implemented during the semester. There will be no design or implementation elements to this exam.

Homework. (25 points, 5% of final grade) Through the course of the semester, there will be three homework assignments (you may think of these as much smaller projects) worth 5 or 10 points each.

Though each homework assignment is small in the scheme of things, you should complete them as they may well help you with later, larger projects.

In-class Participation. (50 points, 10% of final grade) Over the course of the semester you must participate in class discussions. Much of this class will be a discussion, and I really hate talking to myself. Please come prepared to contribute to the discussion. You can receive up to four (4) points for participation for each class session beginning on September 8 (the remaining two points are free).

A note on attendance. This is an upper division course. I will, therefore, not take attendance. This means that there will be no penalties attached specifically to non-attendance. Note, however, that you cannot get participation points on a day you do not attend. This might not cost you an entire letter grade (you would have to miss the whole semester), but it could be the difference between, say, an A- and an A. Please be here and participate; enough said.

Grading Scale

Grades will be calculated according to the points given above. When each project is formally assigned, you will also be given the rubric for its evaluation. Some assignments will be evaluated mostly upon their successful completion, and all assignments will include some discretionary points, which may be awarded outside the evaluation structure. That is, on a 50 point assignment, I will tell you where all 50 points come from, but I may then award 5 or so points additionally for the “intangibles” of the assignment. These may make up for other places in the assignment where points were not earned, or may be “extra credit”—it would be possible to earn 55/50 on the project, for example. The grading scale for the course is as follows:

Letter Grade	Percentage	Points
A	93-100+	465-500+
A-	90-92	450-464
B+	88-89	440-449
B	83-87	415-439
B-	80-82	400-414
C+	78-79	390-399
C	73-77	365-389
C-	70-72	350-364
D+	68-69	340-349
D	60-67	300-339
F	< 60	< 300

Course Policies

Academic Integrity/Intellectual Property. We’ll be reading quite a bit on these topics throughout the semester, and you will become aware of just what murky waters these are to swim in. That said, I expect that you will proceed in this course with integrity and that you will respect the intellectual property of others. Please, in your work, give credit where it is due by using appropriate citations and documentation as necessary.

Late Work. Late work is not accepted, except in *extreme* circumstances. If you are having trouble completing an assignment come and talk to me early in the project. If unforeseen circumstances do arise, please contact me as soon as possible. Only in the most extreme circumstances will the grade of incomplete be assigned.

Email. I will be using your @capital.edu email address to contact you as needed throughout the semester. You should, therefore, check it regularly. Furthermore, I would encourage you to use this address for your outgoing email as well—particularly to me (and your other professors), but also in most other cases for the following reasons. First, it identifies you as a student (at least someone) affiliated with Capital University. Second, and related, it projects a more professional aura than anything @hotmail.com. Third, and still related, when you're applying for jobs or graduate school, you will likely be taken more seriously if your email address is based on your name, rather than a nickname or something else. Use your @capital.edu email for this class; think about using it in other settings where professionalism would be an asset; use Cinderella2525@hotmail.com with your friends.

Course Calendar

Date	Theory Track	Practice Track
9/1/2005	Introduce Course & Materials	Introduce Course Blog/blogger.com Homework: <i>Software Installation</i> (5 pts) Assign: <i>Personal Blog Project</i>
9/8/2005	Discuss readings from Akena, et al.	<i>Personal Blog due</i> Examine <i>Personal Blogs</i> Discuss Acrobat Documents Assign: <i>Acrobat Document Project</i>
9/15/2005	Discuss readings from Friedman (1-172)	Workshop <i>Acrobat Document</i> Draft Discuss Adobe eBooks
9/22/2005	Discuss readings from Friedman (173-249)	<i>Adobe Acrobat Document due</i> Discuss TK3 eBooks
9/29/2005	Discuss readings from Friedman (250-338)	Discuss Microsoft Reader eBooks Assign: <i>Adaptation Project</i>
10/6/2005	Discuss readings from Friedman (339-469)	Discuss Images and Image Editing Homework: <i>Fireworks MX2004</i> (10 pts)
10/13/2005	Discuss readings from Gantz & Rochester (1-146)	Discuss Animation and “Movies” Homework: <i>Flash MX2004</i> (10 pts)
10/20/2005	Discuss readings from Gantz & Rochester (147-285)	Windows Movie Maker— <i>making a movie</i> Assign: <i>Video Argument</i>
10/27/2005	Discuss readings from Lessig, <i>FI</i> (1-142)	Workshop <i>Adaptation Projects</i> Conferences
11/3/2005	<i>No Class—I’ll be in England, and you won’t.</i>	
11/10/2005	Discuss readings from Lessig, <i>FI</i> (143-268)	Discuss the Process of Print-On-Demand
11/17/2005	Discuss readings from Lessig, <i>FC</i> (1-99)	Workshop <i>Adaptation Project</i> Conferences
11/24/2005	Thanksgiving	
12/1/2005	Discuss readings from Lessig, <i>FC</i> (100-208)	<i>Adaptation Project due</i> Discuss POD / Adobe InDesign
12/8/2005	Discuss readings from Lessig, <i>FC</i> (209-306)	<i>Video Argument due</i> Screen <i>Video Arguments</i>
Week of 12/12/2005	Final Examination	Time and Place TBA