

	School of Arts & Science ENGLISH DEPARTMENT CRWR 159 Publishing and Promotion Quarter or Semester/Year
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COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/engl.html>

Ω Please note: the College electronically stores this outline for five (5) years only.
It is **strongly recommended** you keep a copy of this outline with your academic records.
You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

1. Instructor Information

(a)	Instructor:	Sara Cassidy		
(b)	Office Hours:	Wednesday, 12:00 pm – 2:00 pm		
(c)	Location:	Paul Building Room 118		
(d)	Phone:	250-370-3328	Alternate Phone: 250-812-9724	250-480-0602
(e)	Email:	CassidyS@camosun.bc.ca		
(f)	Website:	www.saracassidywriter.com		

2. Intended Learning Outcomes

(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

Upon completion of this course the student will be able to:

1. Manuscript Preparation
Prepare their own work for submission to a publication: understand the legalities of writing, edit manuscripts; read and follow submission guidelines; and write an author's biography;
2. Submissions
Target their own work to suitable publications and agents; write query letters; prepare a pitch to editors and agents; and write a publication plan;
3. Promotion
Explain ways that writers promote their work through various methods such as public readings, social media, videos, and book festivals;
Prepare own promotional materials for selected media and venues;
4. Self-publishing
Identify how writers self-publish their work in such forms as print copies and ebooks;
Apply the principles and strategies of self-publication to their own work with the goal of attaining public exposure.

3. Required Materials

- (a) Texts:
- (b) Other: Online articles and videos on the future of the book (www.craigmod.com) and on copyright and "copyleft" (www.creativecommons.org; www.writersunion.ca, etc.); market listings, calls for submissions, and publishers' guidelines (www.placesforwriters.com; <http://www.comicsgrid.com/cfp/>); individual magazines to whom they will submit work (www.hootreview.com; www.birkensnake.com; etc.); numerous social media sites and comics and publishing industry websites. In lieu of a text book, students are asked to put money aside for the publication they will create a part of in-class publishing houses, and for postage and fees for submitting their work to publications and contests. An active "Publishing and Promotions CRWR159" Facebook page that posts calls for submissions and articles

about current affairs relating to the publishing of creative writing and comics and graphics work. Active D2L. Also, a class Twitter account that follows publishers and creators.

5. Course Content and Schedule:

(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)

The world of publishing is in a period of great change. Electronic publishing has deeply influenced the way we read, write, and make books, magazines, and newspapers. Publishing and Promotion is a timely course that will help us appreciate and negotiate the world of publishing today.

Publishing and Promotion is a hands-on class, with plenty of opportunity for discussion. Students create and prepare written and graphic work for traditional and online markets; explore self-publishing through the creation of zines and through e-publishing; craft query letters for editors, publishers, and agents; submit work to contests, literary magazines, online publishers, comics conferences, and other venues; learn to edit and hone their work so that it is taut, energetic, and relevant; investigate publishing markets and identify those that would welcome their work; cross the transom and create small publishing houses, which involves posting calls for work, selecting and editing submissions, and publishing chapbooks; familiarise themselves with publishing contracts, copyright issues and author fees in the context of both traditional and electronic publishing; discuss the history of printing and publishing with an eye to culture and power and the rights of the writer/creator; establish realistic expectations and rules of etiquette for relationships with editors, including working to deadlines; prepare a plan for promoting a real or hypothetical work, including writing a press release and tapping channels to reviewers, literary festivals, reading series, art galleries, comics conference organisers, bookstores, and through social media.

All classes include a short creative writing or grammar lesson, a short in-class “free write”, lecture with PowerPoint on a range of topics in publishing, participatory (i.e. “pair and share”, debate) and discussion; many classes include kinetic learning, from creating clay tablets to carving a book. Students form publishing houses (conceive of a one-time magazine or chapbook, post public calls for submissions, reject/accept/edit submitted work, create, publish and promote PDF publications), create posters on aspects of class subjects, give in-class readings, produce a zine, and submit work to outside publications. The course includes presentations by a children’s book editor (Orca Books), a newspaper editor (The Martlet or Nexus), a comics artist with a webcomic (Pat Murry), a copyright expert, a graphic novelist (Mike Deas), a widely published local author, and a successful self-published author.

Class One: History of publishing, from Sumerian tablet to Gutenberg to the first mass media event (Martin Luther’s 95 theses). Introduction to the self-published pamphlet and zine. First assignment: Create a zine.

Class Two: Self-publishing, print vs. electronic publishing. How to read calls for submissions and locate and decipher publishers’ guidelines. Second assignment, Part A: First draft of short prose piece to be submitted to **hoot review**.

Class Three: Cover and query letters. Market research. Class divides into groups to create publishing houses. Third assignment: groups draw up “Call for Submissions” and “Writers Guidelines” for their publishing houses. Second assignment, Part B: Cover letter for **hoot review** submission, and final copy of hoot (post-editing).

Class Four: Future of the book, e-publishing revolution, “death of the book”, book fetishisation. Brainstorm and discussion: where to post calls for submissions for publishing house projects.

Class Five: Copyright and the evolving “copyleft”/media commons movement, publishing contracts.

Class Six: Editing, self-editing, the editor-writer relationship. Publishing in Canada and world, larger publishing houses, independent publishers, self-publishing pros and cons, what sells.

Class Seven: Non-fiction markets. Types of articles, how to make a pitch to a newspaper or magazine, how to research and create an article. Fourth assignment: Creation of non-fiction submission to a magazine, with cover letter.

Class Eight: How to give a reading. Unusual markets, from greeting cards to blogging for private companies. How to become a critic/reviewer. History of the e-book. Writing rejections and acceptances.

Class Nine: Self-promotion as a writer or comics artist. Readings, tours, festivals, comics conferences. The self-promotion package. How to write an authors’ bio. In-class readings. Fifth assignment: List of five dream markets.

Class Ten: Web presence as a writer. How to upload a self-published e-book or short story or comics work, to Amazon, Kobo, Sony, Lulu.com. How to increase traffic to website. In-class readings.

Class Eleven: Preparing in-house publication: arranging content, editors preface, writers' bios, copy editing. Promotions and distributions plan. In-class readings.

Class Twelve: Writing to a market and writing as a business. Book reviews, social media, book launches – getting your writing into the right hands. Money for writing, including pay scales for articles, books, and grants. Handling rejection. In-class presentations on assigned topics.

Class Thirteen: In-house publication (sixth assignment) due as part of a portfolio that includes: rejection and acceptance letter templates; promotions plan; call for submission and writers' guidelines; locations where calls for submissions were posted. In-class presentations on assigned topics.

Class Fourteen: Launch of in-house publications, with presentations of g. Final readings.

5. Basis of Student Assessment (Weighting)

(This section should be directly linked to the Intended Learning Outcomes.)

- (a) Assignments: Two short prose pieces prepared seen through two drafts for submission to specified publications, with cover letters (10% x 2); researched list of five dream publishers (5%); zine production and distribution (10%); class presentation on an assigned topic in publishing (10%); in-house publication package, with call for submission, writers' guidelines, rejection and acceptance letters, promotion and distribution plan, and PDF of final publication (25%).
- (b) Quizzes
- (c) Exams
- (d) Other (e.g., Attendance, Project, Group Work): Participation in discussions, including discussion of readings and communication between classes (10%); in-class participation in making posters (x2), and publishing house meetings (10%); in-class literary reading of work (5%); grammar and copy editing (5%) of all submitted materials.

6. Grading System

(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at camosun.ca for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.

IP	<i>In progress:</i> A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. <i>(For these courses a final grade will be assigned to either the 3rd course attempt or at the point of course completion.)</i>
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services, or the College web site at camosun.ca.

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services, and the College web site in the Policy Section.

[ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED](#)