

Fall 2022

AP WRIT 3004 A 3.0	<i>Books and Bookmaking in the 21st Century</i>
Course Director:	Name: Matthew Bucemi Office: Ross S309 Ext: 77475 Email: mbucemi@yorku.ca Office hours: Wednesdays, 10 to 11; Thursdays, 1 to 2; or by appointment
Time & location:	Thursdays, 2:30 PM to 5:30 PM Location: Ross S104
Delivery Format: (Check one)	<input type="radio"/> X LECTURE
Description	<p>This course offers a deep dive into the world of book publishing, from its history to how things really work in publishing houses across North America. We'll examine the structure of a typical publishing company – including acquisitions, editorial, production, art and design, rights and contracts, marketing, sales, customer service, fulfillment, and the business office. In the first half of the course, we'll also cover a series of historical “flashbacks” in which students will learn about the history of publishing and how we got to where to are today. In the second half of the course, students will participate in workshops in which they assume the roles of key publishing personnel in order to complete projects that will enable them to learn how publishing decisions are made and give them the building blocks for a future career in the publishing field. Classes include lectures, discussions, activities, debates, and invited guest Q&As.</p> <p>Evaluations</p> <p>Quizzes (2 at 10% each) — 20%</p> <p>Workshop Projects (4 at 15% each) — 60%</p> <p>Final Presentation — 10%</p> <p>Participation — 10%</p> <p>Grading: All assignments will be marked out of 10. Submit hard copy submissions in class when required + upload e-versions to Eclass portal.</p>
Historical Requirement:	NA
Requirements:	Prerequisite: AP/PRWR 2006 3.0

Reading List: (Subject to change – please check with Instructor/York Bookstore before purchasing)	Required texts: <i>The Complete Canadian Book Editor</i> by Leslie Vermeer <i>Merchants of Culture: The Publishing Business in the Twenty-First Century</i> , 2nd edition, by John B. Thompson Plus, other readings as assigned.
Open To:	3 rd year PRWR/ENPR Majors