**CSK 3104 EDITING AND PUBLISHING**
This course will trace to process that takes manuscript from final draft publication. Topics covered will include copy editing, proof reading, fitting copy, working with authors, making editorial decisions and developing skills in critical reading. The course will also explore visual concepts that increase communication effectiveness through the printed word. The importance of selecting and co-ordinating format, layout, typography and illustrations is stressed.

# *Content:*

# UNIT I: INTRODUCTION

* What is editing? & what is publishing?
* Editing as a sub-event of publishing
* History of Printing

# UNIT II: PUBLISHING

* The Process and the People
* The Business of Publishing
* Copy right- developing the book
* Desk editing, Picture research, design production, publicity, promotion etc

# UNIT III: HOW PUBLISHING WORKS

* The publishing scene
* The role of the publisher; literary agents
* Salient features of book publishing
* Areas of publishing – General publishing, - non general publishing,-educational, -academic etc

# UNIT IV: DESKTOP PUBLISHING

* Definition
* Salient features of desktop publishing
* Advantages and disadvantages
* Practical aspects of desktop publishing

# UNIT V: PRACTICAL SKILLS IN EDITING & PUBLISHING SCENARIOS:

* Newspapers,
* Children’s books,
* Magazines,
* Story books
* Text Books
* Manuals, Brochures, Leaflets etc

***Learning Outcomes:***

The students will be able to

1. Learn the process that takes manuscript from final draft to publication
2. learn to make editorial decisions and developing skills in critical reading
3. learn visual concepts that increase communication effectiveness through the printed word,
4. Learn how to select and co-ordinate format, layout, typography and illustrations.

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Clark Giles N. (1991) Inside Book Publishing: a career builder’s guide, Book House Training Centre, London.

Dominick Joseph R. (2002) The Dynamics of Mass Communication: Media in the digital age; 7th Edition, McGraw-Hill Companies, Inc.

Nelson Roy P. (1991) Publication Design, 5th Edition, Wm.C. Brown Publishers, U.S.A

Brooks Brian. S. & Sissors Jack Z. (2001) The Art of Editing, 7th Edition, U.S.A.

Mutula Stephen M. & Nakitto M.T (2002) Book Publishing Patterns in Uganda: Challenges and Prospects. African Journal of Library, Archives and Information Science, Vol. 12 no. 2 pp. 177-188.