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MEMORANDUM

ATTENTION Senate **DATE** December 16, 2010
FROM Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1
RE: Faculty of Communication, Art and Technology: Full Program Proposal for a Minor in Print and Digital Publishing (SCUP 10-84)

At its December 15, 2010 meeting SCUP reviewed and approved the Full Program Proposal for a Minor in Print and Digital Publishing in the Publishing Program within the Faculty of Communication, Art and Technology.

Motion

That Senate approve and recommend to the Board of Governors the Full Program Proposal for a Minor in Print and Digital Publishing in the Publishing Program within the Faculty of Communication, Art and Technology, effective September 2011.

encl.

c: R. Lorimer



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC AND
ASSOCIATE PROVOST

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MEMORANDUM

ATTENTION	Senate Committee on University Priorities	DATE	December 3, 2010
FROM	Bill Krane, Chair Senate Committee on Undergraduate Studies	PAGES	1/1
RE:	Faculty of Communication, Art and Technology (SCUS 10-59a)		

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of December 2, 2010, gives rise to the following recommendation:

Motion:

That SCUP approve the Full Program Proposal for the Minor in Print and Digital Publishing in the Publishing Program within the Faculty of Communication, Art and Technology effective September 2011.

The relevant documentation for review by SCUP is attached.



FACULTY OF COMMUNICATION, ART AND TECHNOLOGY

MEMO

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TO: Bill Krane, Chair
Senate Committee on Undergraduate Studies

FROM: DD Kugler, Chair
Faculty of Communication, Art and Technology
Undergraduate Curriculum Committee


RE: FPP: Minor in Print and Digital Publishing

DATE: November 19, 2010

On November 18, 2010, the Faculty of Communication, Art and Technology Undergraduate Curriculum Committee approved the following FPP passed by the Publishing Program:

- FPP: Minor in Print and Digital Publishing

Would you please place this item on the agenda of the next meeting of SCUS?


Digitally signed
by DD Kugler
DN: cn=DD
Kugler, o=ou,
email=smorrisa
@sfu.ca, c=CA
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Att.

Minor in Print and Digital Publishing

Publishing Program Faculty of Communication, Art and Technology Simon Fraser University July 19, 2010

Credential to be awarded

B.A. (Bachelor of Arts) Minor: Print and Digital Publishing

Location

SFU Harbour Centre

School / faculty offering program

Publishing Program/Faculty of Communication, Art and Technology

Anticipated program start date

September 2011

Description of proposed program

A print and digital publishing minor encompassing writing, editing, design, technology, law, policy and business dynamics focused on book, magazine and online publishing.

This program has been developed following an agreement, between the School of Communication and the Publishing program, that the Publishing program should take administrative responsibility for the publishing minor. The proposed minor is being brought forward to replace the existing minor in publishing currently offered by the School of Communication. Certain courses are cross-listed.

Aims, goals and/or objectives

The aim of this program is to provide students with the skills, information, and conceptual understanding that is part of book, magazine, and online publishing inclusive of writing, editing, design, production, business processes, copyright and contracts, history, policy, and evolving technology. At the same time the courses of the minor gives students a broad appreciation of the interaction of publishing with culture, education and society.

Anticipated contribution to the mandate and strategic plan of the institution

In keeping with the established record of the Master of Publishing program, this minor in publishing program is designed to be unequalled in quality in Canada. It draws upon innovative teaching and learning techniques developed by the MPub as well as its Summer Publishing Workshops. It is founded on the innovative applied and basic research program already established by the Master of Publishing program. The program is multidisciplinary, drawing from writing and rhetoric, editing and applied linguistics,

design, information and communication technology, law, cultural policy, and associated foundational knowledge and professional practices. In embracing the world of the digital, the program is positioned to take advantage of the emerging demand for the re-invention of the publishing milieu, a milieu that marries the depth and satisfaction of book publishing, with the aesthetics and community-building role of magazines, and the technological innovations now underway in scholarly journal publishing.

While teaching writing and publishing skills, the program challenges students to critically evaluate and generate new publishing genres, forms and technologies. The program also engages students in legal issues that touch on their personal media consumption practices where copyright restrictiveness exists in some tension with technological capability.

The Master of Publishing program has distinguished itself in a number of ways that are reflected in the proposed Minor in Print and Digital Publishing. In addition to seminars and lecture/tutorial formats, the MPub has pioneered group project courses out of which are created documents that serve as a portfolio for students. The extensive use of publishing professionals as adjunct instructors and evaluators of student projects ties the program to the industry, ensuring its relevance and engaging the industry in educating its successors. Most notably, the MPub has been effective and efficient by employing a cohort model and a standard set of courses for all students. The founding of CCSP Press as a lab for research and innovation – it has already published *The Surface of Meaning*, Robert Bringhurst's critically acclaimed, prize-winning volume about the history of book design in Canada – adds immeasurably to the capacity to teach both skills and innovation. The Press serves the Minor in the same capacity. While it cannot be expected that the Minor have the same level of success in job placement as the Masters – where 90 percent of graduates are working in publishing within a year of graduation – the same emphasis are placed on blending employment-relevant learning with adaptable analytical skills.

The involvement of professionals, teaching shoulder to shoulder with scholars brings immediacy and practicality to the classroom resulting in a high morale, culturally engaged and vibrant unit in which students are challenged – and given the skills and understanding – to invent the future. The MPub also provides an orientation to Western publishing to Shanghai and Beijing publishers by means of seminars and interaction with local publishers thereby bringing the local and global publishing world to Simon Fraser University's doorstep.

The MPub and Summer Workshops publishing programs have established Simon Fraser as the leading university in Canada for publishing education. The Minor extends our effort with considerably added commitment to the undergraduate level.

In addition to the above complementarity to the Academic Vision Statement of SFU, the proposed Minor in Print and Digital Publishing fits into the professional orientation of the Harbour Centre campus. It is compatible with co-op and field placements. It complements the three other FCAT programs: the interactive media, design, and technology programs in the School for Interactive Arts and Technology; the broad,

critical orientation to all media of the School of Communication; and the various cultural industry areas such as film studies in the School for the Contemporary Arts.

Target audience

The program is targeted at students who wish to participate in the creative economy, a sector that now accounts for 7.4 percent of GDP. It is designed to appeal to those with a love of textual and allied media in their existing and evolving forms and those who have a talent for language, design, technology or business. When offered within the School of Communication, the Minor in Publishing had a history of high enrolments, approximately 1,400 each year equivalent to approximately 50 FTEs. The program assists in the preparation of students for the workforce, for the Master of Publishing, and for advanced scholarly inquiry and research.

Content

The Minor provides the foundation for students to take jobs in publishing or allied cultural industries, to pursue advanced professional education, or to pursue further publishing and cultural industries inquiry.

Publishing studies include six main content areas:

- publishing as an integrative activity that exists in partnership with the efforts of creators,
- professional writing,
- editing,
- design,
- technology, and
- operational and legal practice.

Attention is given to the dynamics of each of three publishing media and to the main sectors within those media forms.

books

- trade (including fiction, drama, poetry, non-fiction)
- mass market paperback
- scholarly
- children's books
- reference
- educational
- graphica

magazines and other periodicals

- consumer (lifestyle, city, regional, niche, guides, special interest)
- professional
- business
- scientific, technical and medical journals
- social science and humanities journals
- literary and cultural
- farm

online and electronic

- book publishers' websites
- newspaper and magazine websites
- online magazines, e.g., The Tyee
- ebooks
- author websites
- blogs, wikis etc.
- e-paper and e-ink forms

Should the opportunity to add courses arise, the lower division courses will concentrate on explorations and basic principles and build from foundations in a wide variety of disciplines including literature, communication, graphic design, law, and technology.

Upper division courses of the program focus on applications and the integration of knowledge into projects. Partly in preparation for work environments, students are given opportunities to participate in integrative projects of their choice, concentrating on editing, design, technology, or publishing.

The curriculum has been designed in consultation and interaction with publishing professionals. It aims to work with professional organizations such as the Editors' Association of Canada, the Society for Technical Communication, and the Society of Graphic Designers of Canada.

Program detail:

The following has been adapted from the current publishing minor offered by the School of Communication. Non-PUB items bolded are new elements and should not be bolded in the calendar.

Proposed calendar entry

Publishing Minor Program

*Publishing Program | Faculty of Communication, Art and Technology
Simon Fraser University Calendar 2011-2012*

This minor has an applied orientation and it is targeted at students with declared majors in other subjects, especially English, interactive arts, and communication. The program focusses on foundational skills, understanding, and appreciation of the various components of publishing of books, magazines, and journals, in print and in the online environment. Courses encompass writing, editing, design, technology, policy, copyright, marketing, management, and publishing as an integration within a framework of cultural production and the dynamics of the creative sector of the economy. Completion of this minor is an asset for students who wish to acquire skills to work in the publishing or related industries or are intending to undertake a master of publishing degree.

Admission is subject to enrolment limitations.

Entry requirements:

Applicants must have a minimum 2.50 cumulative grade point average (CGPA) or transfer grade point average (GPA) upon completion of lower division requirements. A minimum 2.50 CGPA is required to remain in good standing. Those who do not maintain this requirement may be dropped from the program, but may apply for readmission at a later date.

Lower level requirements:

Completion of at least 12 credits of lower division courses selected from the following list, each with a C- grade or better:

CMNS 110-3 Introduction to Communication Studies
 CMNS 130-3 Explorations in Mass Communication (*or CMNS 130-3W*)
 CMNS 230-3 The Cultural Industries in Canada: Global Context
 CMNS 240-3 Political Economy of Communication
 ECON 103-4 Principles of Microeconomics
 ECON 105-4 Principles of Macroeconomics
 ENGL 210-3 Writing and Critical Thinking
 IAT 102-3 Graphic Design
 LING 100-3 Communication and Language
 LING 110-3 The Wonder of Words
 LING 160-3 Language, Culture and Society

Upper level requirements:

- Completion of at least 16 credits of upper division courses selected from the list below:
 - PUB 330-4 Publication Design in Transition
 or CMNS 473-4 Publication Design and Print Production
 Students may not take both Pub 330-4 and CMNS 473-4 for credit.
 - PUB 350-4 Marketing for Book Publishers
 or CMNS 472-4 Books, Markets and Readers
 - PUB 355-4 Online Marketing for Publishers
 - PUB 371-4 The Structure of the Book Publishing Industry in Canada
 or CMNS 371-4 The Structure of the Book Publishing Industry
 in Canada
 - PUB 372-4 The Publishing Process
 or CMNS 372-4 The Publishing Process
 - PUB 375-4 Magazine Publishing (crosslisted)
 or CMNS 375-4 Magazine Publishing
 Students may not take both Pub 375-4 and CMNS 375-4 for credit.
 - PUB 401-4 Technology and the Evolving Book
 - PUB 450-4 The Business of Book Publishing
 or CMNS 474-4 The Business of Publishing
 - PUB 477-4 Publishing Practicum

PUB 478-4 Publishing Workshop
or CMNS 478 Publishing Project Group

End of proposed calendar entry

Delivery methods

The program is delivered by means of

- lectures,
- tutorials,
- seminars,
- labs,
- project courses,
- small working groups,
- individual feedback,
- co-ops and practicums,
- project- and case-based pedagogy,
- coordinated research projects, and
- participation in publishing projects,

all of which prepares students to be contributing members of their profession.

Linkages between the learning outcomes and the curriculum design

The program and curriculum includes a practicum course and co-op opportunities with publishers have developed over the years through the School of Communication. The design of the program, the areas of specialization that are possible, the project orientations, and the group work all lead to publishing minors being viewed as prized job candidates. For some time it has been the case that communication majors and others have pursued the publishing minor as much for the applied skills it offers as for its publishing emphasis.

Distinctive characteristics

A strengthened undergraduate minor, with the anticipation of a major to follow, should demand warrant and resources become available, adds heft to Simon Fraser's leadership in publishing education. The Publishing program with its associated Summer Publishing Workshops is the leading publishing education program in Canada. The minor provides a foundation of both skills and understanding for students and valuable pre-requisite course opportunities for students who wish to enter the Master's program without background in the areas covered by the publishing minor. With a foregrounded emphasis on digital as well as print publishing, we anticipate building the national reputation of publishing education at SFU.

Anticipated completion time in years or semesters

The key courses of the program are currently the upper levels courses. They are designed to be completed within 2 to 4 semesters of full-time study. The aim is to serve the interests of students (from SFU or other universities) who lack publishing knowledge and experience and who wish to take the upper levels courses as pre-requisite to gaining entry to the Master of Publishing program.

Enrolment plan for the length of the program

Target student intake is 30 to 50 students per year.

Policies on student evaluation

Students are evaluated on written, design, editorial, and technology assignments, individual and group projects, intellectual and practical engagement with course content, and examinations, in accordance with the current practices at Simon Fraser University.

Policies on faculty appointments (minimum qualifications)

Courses are taught by a combination of tenured and tenure-track faculty and lecturers who are established publishing industry professionals. All teaching faculty have professional publishing experience. Because of the historically limited availability of credentials in publishing, the program employs both those with degrees and those with both extensive experience and established reputations. To maintain a foregrounded research status for the program, a balance in favour of those with research degrees (PhDs) or research records is maintained.

Program resources

The Minor in Publishing in Communication has a history of high enrolments, approximately 1,400 each year or just under 50 FTEs. The only permanent faculty to teach the courses that the Publishing program is proposing to mount have been MPub faculty (in the case of Lorimer, seconded to MPub). Most other courses have been taught by industry professionals and recruited by MPub. Current faculty of the MPub are capable of teaching all of the courses in the proposed Minor in Print and Digital Publishing.

The program owes its success to all faculty having professional experience in, and engagements with, publishing. Like any professional program, it is important to employ working professionals to complement the approach of research scholars. For this to be a successful strategy entails allocating sufficient resources to employ part-time lecturers or full-time lecturers who have professional responsibilities within the program and a minimum number of sessionals.

It is proposed to continue to combine the CFL appointments and the lectureships of the Master of Publishing program, now the Publishing program, with the use of sessional appointments to staff the Minor during this transition period. At the same time, the Dean of FCAT has included in her 3-year plan a request for a lectureship for the fall of 2012 to help staff the Minor in Print and Digital Publishing. Over the medium term it is important for the Master's and the Minor to maintain a balance between appointment categories to maintain all three components of university activity – teaching, research and service. Those currently appointed to the Publishing program share instructional duties with new appointees.

The faculty currently appointed to the Master of Publishing program are:

Rowland Lorimer, Ph.D., Professor – Publishing, books, magazines, online,
scholarly, tenured

John Maxwell, Ph.D., Assistant Professor – Technology, history of technology, systems, tenure track
Roberto Dosil, M.Pub., Senior Lecturer, Full-time – Design, history
Mary Schendlinger, Senior Lecturer, Half-time – Editing, production, magazines, books, graphic novels
Thomas Woll, B.A., M.B.A., Adjunct teaching professor (sessional appointment) – business and management

Other Adjunct Faculty to the Publishing program that contribute to teaching the Master's, undergraduate, or Summer Publishing Workshops include:

Kristin Cochran, Publisher, Doubleday Canada
Peter Cocking, Art Director, D&M Publishing
Kevin Hanson, CEO, Simon and Schuster, Canada
David Kent, CEO, HarperCollins Canada
Michael Tamblyn, Vice President, Content, Sales and Marketing, Kobo
Monique Trottier, Principal, Boxcar Marketing

Policies on program assessment

The program reviews its curriculum yearly, making adjustments for increased complementarity as well as technological change. The program is also subject to an external review every 7 years, in accordance with University policy. In addition, the program maintains contact and consults with industry members and groups to monitor the suitability of the Print and Digital Publishing graduates to the rapidly evolving publishing industry.

Level of support and recognition from other post-secondary institutions

While being brought forward as a new program, in fact this is a administratively relocated program. It has undergone the rigours of curriculum review and is emerging as a greatly strengthened program that takes into account the very quickly changing technological and social environment of reading, writing and publishing. Complementary more specialized programs and another general programs exist at several other post-secondary institutions in British Columbia (see below). The placement of Master of Publishing graduates from SFU at a whole variety of firms across the country indicates important support and recognition. Every large book publishing firm in Canada has at least one SFU graduate. Graduates have found jobs within provincial governments and their agencies and in the federal government where five currently work. Magazine publishers from the largest to the very small also have SFU grads working for them. Private sector support is also significant and the program is very successful in placing its students in internships. SFU grads can also be found in publishing positions in India, Indonesia, Germany, Denmark, the UK, the US, and China. MPub grads have gone on to PhDs at SFU, UBC and Cambridge University, UK.

Evidence of student interest and labour market demand

The current, very limited set of offerings of the Minor in Publishing has attracted approximately 1400 enrolments each year or nearly 50 FTEs. It is reasonable to expect, given the planned program revisions, an initial dip followed by enrolment growth. The Conference Board of Canada has recognized the creative industries including publishing

(the largest) as economic drivers. Creative economy theorists identify this sector as a major contributor to the generation of social capital.

The main principle behind the curriculum design is sequencing of courses based on

- introductory explorations,
- basic principles,
- applications, and
- integration.

Related programs at SFU or other British Columbia post-secondary institutions

As noted this is an overdue transfer of administrative responsibilities from the School of Communication to the Publishing program. That transfer has long been supported by the School of Communication and by the very successful Master of Publishing program. To some extent, inspired by the SFU publishing program, publishing programs exist at several other post-secondary institutions in British Columbia. We would envision an active articulation process to grant transfer credits and to coordinate preparation for entry into the Master of Publishing program.

Publishing and (related) Writing Programs in British Columbia

Capilano University: Magazine Publishing Certificate

A full-time, 15-week program that focuses on magazine writing. The program includes seven courses and an eight-week, internship. The students must take credits of foundation courses in magazine writing, editing, and software. University or college degree or diploma prerequisite.

<http://www.capilanou.ca/programs/cmns/magazine-publishing.html>

Douglas College: Print Futures

Foundation courses in research, writing and editing. This is a 60 credit, two-year, 21 course, diploma. It is transferable to a two-year credit at Royal Roads University towards a Bachelor of Professional Arts (Communications Studies). The courses focus on introductory writing and editing skills. There is a technical writing focus as well as consumer magazine writing. The program includes an internship.

<http://www.douglascollege.ca/calendar/courses/cprfu.html>

Kwantlen Polytechnic University: Associate Arts Degree: Creative Writing or BA Minor Creative Writing

The program offers 18, 100 to 400 level writing courses. The courses are focused on fiction, poetry and screenwriting.

http://www.kwantlen.ca/humanities/creative_writing.html

Langara College: Publishing

A 12-month publishing diploma program that focuses on print and web: design, writing, editing, and production. Students must have completed high school and be 19 years or older. There are some portfolio requirements. Students attend three semesters worth a total of 62 credits. The courses range from introductory software, design, writing and editing for publications, print production, beginning and intermediate new media, and electronic communications. <http://www.langara.bc.ca/creative-arts/publishing/>

Okanagan College: Diploma in Writing and Publishing

A two-year diploma in writing and publishing that offers introductory accounting, marketing and business courses; computer software applications; and communications and English courses.
<http://www.okanagan.bc.ca/calendar/programs/university-studies/arts/diploma-writing-publishing-english.html>

University of British Columbia: BFA or MFA in Creative Writing

The undergraduate program offers a two-year studio course that students take in third and fourth year. Workshops offered from nine different genres: fiction, poetry, creative non-fiction, writing for children, translation, stage play, radio, screenwriting or song lyric and libretto. Students must select three genres to study.
http://www.creativewriting.ubc.ca/programs_bfa_about.shtml
The program is two-year studio program leading to an MFA in creative writing. The writing program is genre oriented: fiction, poetry, creative non-fiction, writing for children, translation, stage play, radio, screenwriting or song lyric and libretto.
http://www.creativewriting.ubc.ca/programs_mfa_courses.shtml

University of Victoria: Undergraduate Writing Major, Professional Writing Minor/Harvey Southam Diploma in Writing and Editing/MFA

Undergraduate students are introduced to professional industry standards in journalism, publishing and government/corporate communications. The writing major courses mainly focus on creative non-fiction. The professional writing minor focuses on creative non-fiction, offering a 400 level course in The Writing Business. An optional writing co-op is advised for students. http://finearts.uvic.ca/writing/pw_minor.html

The Harvey Southam Diploma in Writing and Editing is a one-year, post-graduate diploma for students with a degree in the humanities. It is offered in the winter and spring semesters with two optional co-op study terms through the Arts and Writing Co-op Program. Courses centre on writing with an emphasis on journalism. Along with the many journalism and non-fiction writing courses, there are two, 300 level design and communications theory courses.
<http://web.uvic.ca/calendar2005/FACS/FoFiA/DoWr/PrRe.html#THSoDiWaEThe>

The Master of Fine Arts is two-year, writing program with students specializing either poetry, fiction, play and/or screen writing or creative non-fiction.

http://finearts.uvic.ca/writing/grad_about.htm

For more information, on this proposal please contact Dr. Rowland Lorimer, Director, Publishing Program at Simon Fraser University, at (778) 782-5240 or lorimer@sfu.ca.