

SIMON FRASER UNIVERSITY

MEMORANDUM

To: Senate From: J. Osborne, Acting Chair  
Senate Committee on  
Academic Planning

Subject: Faculty of Arts - Date: May 19, 1994  
Proposed Master of Publishing Program

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Action undertaken by the Senate Graduate Studies Committee and the Senate Committee on Academic Planning, gives rise to the following motion:

Motion:

"that Senate approve and recommend approval to the Board of Governors as set forth in S.94 - 44 , the proposed Master of Publishing Program."

# SIMON FRASER UNIVERSITY

## DEAN OF GRADUATE STUDIES

### *Memorandum*

**TO:** B. P. Clayman, Chair  
Senate Graduate Studies Committee

**FROM:** Phyllis Wrenn  
Associate Dean

**SUBJECT:** Master of Publishing

**DATE:** February 11, 1994

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Enclosed please find a proposal for a **Master of Publishing** in the Faculty of Arts. I have reviewed the proposal, and find only minor differences in substance from the proposal for a Master of Publishing that was reviewed by the Assessment Committee for New Graduate Programs (ACNGP) and approved by Senate and the Board of Directors in 1990. Apart from the change in Faculty, and the academic unit accepting responsibility for the program, there are minor curriculum changes, described in R. Lorimer's memorandum of September 17, 1993; and new courses labelled PUB replace identical offerings labelled CMNS. I am therefore recommending that the proposal be forwarded to SGSC without further consideration by the ACNGP, subject to confirmation from the School of Communication that the duplicated courses in CMNS are to be deleted from the calendar.

Please place this proposal on the agenda of the next meeting of the SGSC. By copy of this memo, I am inviting R. Lorimer to attend this meeting as a representative of the proposed program.

c: R. Lorimer  
A Lebowitz  
M. McGinn

*Phyllis H. Wrenn*

SIMON FRASER UNIVERSITY

OFFICE OF THE DEAN  
FACULTY OF ARTS  
MEMORANDUM

To: Bruce Clayman  
Dean, Faculty of  
Graduate Studies

From: Andrea Lebowitz  
Chair, Faculty of Arts  
Graduate Studies Committee

Subject: Proposal for a  
M.A. in Publishing

Date: 20 December, 1993

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At its meeting of 4 November, 1993, the Faculty of Arts Graduate Studies Committee approved the attached proposal for a M.A. in Publishing, submitted by Dr. Rowland Lorimer, Communication.

Subsequently, this new program was sent out to referendum within the Faculty of Arts. The motion to approve this proposal and establish a Master of Publishing program has been passed by referendum.

Would you please put this on the agenda of the next meeting of the Assessment Committee for New Graduate Programs.

Thank you.



Andrea Lebowitz  
Chair, Faculty of Arts  
Graduate Studies Committee

AL:dgg  
encl.1

cc: Marian McGinn

SIMON FRASER UNIVERSITY  
CANADIAN CENTRE FOR STUDIES IN PUBLISHING

MEMORANDUM

To: Andrea Lebowitz, Chair  
Faculty of Arts Graduate  
Studies Committee

From: Rowly Lorimer  
Director

Subject: New program proposal

Date: September 17, 1993

Over a period of time the attached program has been developed by the Canadian Centre for Studies in Publishing in conjunction with other faculty and professional staff at Simon Fraser. Consultation also took place with an Industry Advisory Board and, in its final stages, with you and the Dean of Arts, Evan Alderson.

The program received approval in principle from the Senate Committee on Undergraduate Studies some time ago. The detailed proposal was approved as a Faculty of Applied Sciences program but was not implemented as a result of the Dean's withdrawal of authorization to hire in this area. In bringing this program forward in Arts editorial but not substantive changes have been made to the courses presented. Two courses have been moved out of the program and made into prerequisites, i.e., the courses on accounting and marketing. One course (a choice of four within communications) has been dropped from the program. The "directed" courses have also been dropped from the program for financial reasons.

Three major reasons account for the presentation of this program within Arts. The first is that the nature of the subject material and the field is more closely allied to subject matter covered in Arts than in the Faculty of Applied Sciences as it is currently constituted. Secondly, a survey of students and academics interested and/or active in publishing show the majority to be in departments of history and English. Thirdly, there is specific support for the program within the Department of English. I should add that there is a great deal of moral and financial support for this program within and outside the university.

Would you please place this on the agenda of the next meeting of the Faculty of Arts Graduate Studies Committee.



Rowland Lorimer  
Director

## MASTER OF PUBLISHING

A new Degree Program is proposed to be called the Master of Publishing. The program will begin with the study of publishing in at least three media: books, magazines and electronic formats.

### Admission and Program Requirements

Students admitted to the program will be required to meet university criteria for admission to graduate studies and in addition to demonstrate knowledge in the areas of business practice, publishing skills, and appreciation of the role of the publishing industry in society. Degree requirements will consist of six, five-credit courses. Three will be academic, three will be professional courses in the following areas:

#### Academic

- Contemporary role of publishing in society
- History of publishing
- Technology and the future of publishing

#### Professional

- Publishing management including law
- Editorial theory and practice
- Design and production

The program will culminate in an internship designed to provide work experience and allow the candidate to demonstrate, through the writing of a report, the ability to apply significant expertise to a publishing task.

### Program Operations and Governance

The program will be offered at Harbour Centre using the facilities of the Hymie Koshevoy Publishing Lab according to a schedule designed to accommodate working students. To this end course modules will be developed for distance learning. These modules will be combined with intensive on-campus instruction and lab experience.

The program will be administered by a Director and a Steering Committee composed of faculty teaching in the program and drawn from Arts departments (particularly English), from other administrative units such as Communications and Business Administration, and from Continuing Studies. Industry and the student population will also be represented.

### Support and Demand for the Program

The program has been developed in consultation with the publishing industry and has its enthusiastic support. It will be financed by means of base-budget funding supplemented by private sector donations, some of which have already been committed to be delivered on program implementation. More than 400 people many with backgrounds in communications and literary studies have enquired about various aspects of this proposed degree program throughout its development phase. It has also received enthusiastic review in the industry and national press.

SUMMARY OF CURRICULUM CHANGES

SUMMARY OF ITEMS TO BE CONSIDERED

MASTER OF PUBLISHING PROGRAM

1. Master of Publishing Prospectus.....1  
This document summarizes the nature of the program and its budgetary requirements.
2. Master of Publishing Calendar Entry.....8
3. New Course Proposals.....13  
PUB 600-5 Topics in Publishing Management  
PUB 601-5 Editorial Theory and Practice  
PUB 602-5 Design and Production Control  
  
PUB 800-5 Text and Context  
PUB 801-5 History of Publishing  
PUB 802-5 Technology and the Future of Publishing  
  
PUB 899-10 Publishing Internship
4. Full Proposal for the Master of Publishing .....71  
(as previously approved but with editorial changes).
5. Curriculum Vita of Full Time Faculty Members .....90  
with Expertise in Publishing

Prospectus for a Master of Publishing Program  
at Simon Fraser University  
Final Draft

## BACKGROUND

It is proposed that a revised form of the previously approved Master of Publishing (MPub) program be established within the Faculty of Arts as an independent professional program operating out of Harbour Centre using facilities that have been established for this purpose (i.e., the Koshevoy Publishing Lab). It will be administered by a Steering Committee made up of faculty members in relevant administrative units including the Departments of English and Communication, the Faculty of Business Administration, other Arts departments, and Continuing Studies. All members of the Steering Committee will have expertise related to publishing thus providing them with the ability to contribute to the teaching and supervision of students in the program. At present the number of such faculty at Simon Fraser is at least twelve. In addition, at least three other SFU personnel have professional expertise to offer.

This prospectus describes the core elements of the Master of Publishing proposal that received approval from SCAP, Senate and the Board in the fall of 1990. It also describes amendments in three areas: administrative placement and operation in the university, course organization, and a reduced projected budget.

In the time between the initial proposal and now this field of studies has been opening up dramatically. Both academic and professional programs are being established or expanded in the US, UK, France, Australia, Germany and the Netherlands. The demand for the program is large: between 1987 and the present time we have had over 500 inquiries. Further, an examination of publishing activities in society shows continued expansion of publishing activities in a variety of sectors and in a combination of different media. We have also held discussions with international agencies, specifically Unesco, CIDA, and the Canadian Organization for Development in Education. They have expressed interest in the program, our research and our graduates. Unesco has noted that it would consider providing scholarships to Third World students to enrol in the program. In addition, a program of the Department of Communication provides funding to industry members to enrol in approved courses.

## CORE AND NEW ELEMENTS

This proposal calls for the placement of the program in the Faculty of Arts as a non departmental, professionally oriented, Harbour Centre-based, Masters program. In the previous proposal it was to be a semi-autonomous program within the Department of Communication in the Faculty of Applied Sciences. The reasons for this change of placement are as follows:

1. While the development of this program was nurtured by Canadian Studies and was first conceived as a program appropriate for the Faculty of Interdisciplinary Studies, the original requested placement of the program was within the Department of Communication and thus the Faculty of Applied Sciences. This request of placement was a compromise based on a changed university organization, a search for administrative simplicity, and availability of financial resources.
2. Many active researchers in the field of publishing do not have a background in communication studies but rather in literary studies, history, business and librarianship. As a result, the hiring committees of the Department of Communication have an insufficient basis on which to judge potential faculty.

## PART 1 Prospectus: Master of Publishing Submission

3. As a department with an extremely high student-faculty ratio, Communication is unable to divert substantial resources and faculty, to this program.
4. The Dean of Applied Sciences has indicated a concern for the fit of this program in the faculty.
5. There are faculty members in the Department of English who are desirous of participating in the program and whose teaching and research directly relates to publishing studies. The Chair and Associate Chair of English are supportive of such involvement and of the placement of the program in Arts.
6. With the expansion of the information sector there may be a good chance that someone will be appointed in the Faculty of Business with expertise in publishing and information.
7. The placement of the program outside an existing department makes it easier to draw on a greater number of existing faculty members across the university and thus decrease the need for incremental resources.
8. This program complements other existing and proposed programs in Arts, Liberal Studies, Gerontology, Design. It also responds to the need for professional skills in what might be termed "applied humanities."

NOV 19 1993

### STEERING COMMITTEE

FACULTY OF ARTS

It is proposed that the program be administered by a Director and a Steering Committee of no fewer than four faculty members who have the capacity to teach and supervise students in the program. The Professional Fellow (see below) and all other teaching faculty would also be members of the Committee. The founding committee will consist of the following faculty members and professionals:

#### Faculty

Rowland Lorimer, Communication  
Paul Heyer, Communication  
Peter Buitenhuis, English, (Emeritus)  
Gary Mauser, Business Administration

#### Professionals

Ann Cowan, Continuing Studies  
Jane Fredeman, Distance Education  
Ellen Sangster, Computing Services

### COURSE PROGRAM AND ADJUSTMENTS

The previous curriculum called for students to take nine courses plus an internship. The courses were divided into two groups "academic" and "professional." The titles were:

#### Professional

Topics in Publishing Management  
Editorial Theory and Practice  
Design and Production Control  
One of four communication courses  
Accounting  
Introductory Graduate Marketing  
Directed Readings  
Advanced Issues Seminar



## PART 1 Prospectus: Master of Publishing Submission

### Academic

Text and Context  
History of Publishing  
Technology and the Evolving Form of Publishing

### Proposed Changes

1. It is proposed that a greater use of prerequisites be made together with recognition of acquired expertise.

Students entering the program will be expected to have a minimum acquired knowledge of publishing. This knowledge will be assessed through interviews, an evaluation of documents and experience, and in some areas, an examination. Should candidates be found not to have the knowledge, understanding and skills necessary for entry into the program, they will be advised that they may gain those skills by successfully completing the following courses or their equivalents:

CMNS 371-4 The Structure of the Publishing Industry  
CMNS 372-4 The Publishing Process  
ENGL 388-4 The Author and Book in Society  
BUS 251-3 Financial Accounting I  
BUS 254-3 Managerial Accounting I  
BUS 343-3 Introduction to Marketing

2. The courses of the program are proposed to be as follows:

#### Professional

PUB 600-5 Topics in Publishing Management  
PUB 601-5 Editorial Theory and Practice  
PUB 602-5 Design and Production Control

#### Academic

PUB 800-5 History of Publishing  
PUB 801-5 Text and Context  
PUB 802-5 Technology and the Evolving Forms of Publishing

#### Combined

PUB 899-5 Publishing Internship

Changes Note: In addition to moving the business qualifications into a prerequisite category, this drops the "choice of four communication courses" in the original program meant to tie the program to the Communication department. It also adds an alternative to the internship. Students who have industry experience will, in normal circumstances, undertake a project in lieu of an internship. We have already established contacts with industry and have identified potential internship placements.

3. The course syllabi have been reviewed by potential Steering Committee members to ensure that:
  - a. the placement of the program in the Faculty of Arts is appropriate, and
  - b. the content of the courses encompass all forms of print and electronic publishing.
4. During the early years of the program the professional courses (600 level) will be developed in modular, distance education form. Such a plan would build on existing short courses offered through Continuing Studies and on the National Vocational

## PART 1 Prospectus: Master of Publishing Submission

Qualification program in the UK and other similar programs in other European countries. The academic courses will not be developed in distance education form.

Both internal (Centre for Distance Education) and external (Secretary of State) funds are available to assist with the development of these courses. Course materials developed will be used for both the distance and on-campus offering of the courses. We plan to work with national professional organizations such as the Freelance Editors Association of Canada to develop these courses.

It is proposed that students be able to combine a number of Continuing Education courses to receive a course credit toward the Masters in, for example, editing or design and production. We also plan to work towards the recognition of courses from other institutions. We will be working closely with professional associations in this initiative.

### BUDGET AND OPERATIONS

We are very cognizant of fiscal realities. We have thus been seeking industry support. In addition to services in kind and funding to establish the Canadian Centre for Studies in Publishing as a research and information centre, we have raised an endowment that is nearing \$200,000. We anticipate that, with the announcement of the implementation of the program, more funds from industry will be forthcoming. Our current plans are to use the interest on the endowment to provide for liaison with industry through an Advisory Board and guest instructors. In addition, the funds will be used to ensure that the program is seen as an international centre of excellence. On the research side, considerable headway has already been made in that direction.

Given fiscal realities, it is proposed that:

1. the academic side of the program be mounted with seconded faculty drawn and sessional instructors;
2. over the long term, joint appointments be sought;
3. the program make use of Simon Fraser employees with professional qualifications in the field as listed above;
4. the program offer services in return for student placements to publishing operations within the university (e.g., learned journals, promotional publications, computer publishing);
5. the program combine sessional with visiting appointments from both academe and industry (this is being done at the undergraduate level and has been successful);
6. integrate undergraduate and graduate courses as possible with more extensive requirements for the graduate level; (we plan to begin with design and production in this endeavour)
7. consider differential fees to cover lab and materials costs;
8. the program make creative use of intersession and summer session to create maximum access to people already employed;

### Professional Fellow

The professional side of the program is intended to introduce knowledge and skills in a professional context. This cannot be undertaken without the continuing presence of an industry professional. It is therefore proposed that a permanent position be created for a Professional Fellow. This would allow the program to hire a professional on a term contract long enough to be able to command commitment but short enough to ensure that the person holding the position does not become stale. The responsibilities of this person would be run the publishing lab, teach, advise students on projects and explore service contracts within and outside the university to provide a foundation for publishing experience. Students would also be integrated into research

## PART 1 Prospectus: Master of Publishing Submission

contracts of the Canadian Centre for Studies in Publishing and the publishing activities of the Centre.

### Annual Teaching Resource Requirements

To provide a sense of both resources required and the current ability of the university to mount the program, as an example names and amount of contribution have been attached to the courses of the program, designed to be offered to 15 students in one year.

#### Professional

- PUB 600-5 Topics in Publishing Management  
(.15 Pro. Fellow + .10 Lorimer + Mauser + lawyer)
- PUB 601-5 Editorial Theory and Practice (team taught)  
(Fredeman + person qualified in theory relevant to editing)
- PUB 602-5 Design and Production Control  
(.25 Pro. Fellow)
- Lab and PUB 899-5 Publishing Projects  
(.50 Pro. Fellow also Lorimer)

#### Academic

- PUB 800-5 History of Publishing  
(.25 Heyer)
- PUB 801-5 Text and Context  
(visiting or sessional appt., e.g., Milroy + Mauser)
- PUB 802-5 Technology and the Evolving Forms of Publishing  
(.15 Lorimer + .10 Pro. Fellow)

### Total Annual Teaching Resources Required

- 3 course secondments (Fredeman, Heyer, Lorimer) at \$8,000 per course equivalent.
- Special lectures \$2,000
- 1 full time Professional Fellow \$50,000
- 2 sessional or visiting appt. \$20,000
- project supervision (all teaching faculty including Pro. Fellow)

Total Teaching Budget: \$96,000

### Administrative Budget

Director	half time faculty secondment	\$16,000
Program Administrator	half time program assistant	\$20,000
Operations		\$20,000
Capital and Equipment		<u>\$7,500</u>
Total Administrative Budget		\$63,500

### ONE TIME EXPENSES

Initial equipment and software	\$10,000
Office Renovations	?????

### LIBRARY RESOURCES

In the initial proposal incremental library resources were called for at the level of \$20,000 per year with \$40,000 per year to be expended in the first two years of the program. Between that time and now the CCSP (Canadian Centre for Studies in Publishing) has attracted major and minor donations including;

**PART 1 Prospectus: Master of Publishing Submission**

- The Archives of the Association of Canadian Publishers and the informal organization preceding this association (funds provided by SSHRCC)**
- The annual submissions for the Canadian Authors Association Awards**
- The annual prize-winning books of the Alcuin Society Design Awards**
- The personal library on publishing of Basil Stuart Stubbs, former Librarian at UBC and former Head of the UBC Library school**
- A collection of books on publishing from Richard Hopkins, president of the Alcuin Society and professor at UBC in the Library school**
- A small grant from SSHRCC for adding unusual items to the collection in publishing**

**These collections are a contribution both to the study of publishing and also to the study of Canadian literature and nonfiction writing. Their value is approximately \$100,000.**

**The revised evaluation of library resources (see attached Library Report) is less than the initial amount.**

**The CCSP will continue to seek out publications in this area with the assistance of the Library. Specifically we will be asking SSHRCC for assistance in building a research collection and seeking private donations. In this manner we hope to continue to offset library acquisition costs that are necessary to improve the publishing collection.**

**FOR ADDITIONAL DETAILS**

**SEE ALSO FULL MASTER OF PUBLISHING PROPOSAL**

**PART 2 Proposed Calendar Entry: Master of Publishing**

**PART 2**

**PROPOSED CALENDAR ENTRY  
MASTER OF PUBLISHING**

**MASTER OF PUBLISHING (M. Pub.)**

Location: SFU Harbour Centre

Director: Rowland Lorimer (B.A., M.A. Manitoba, Ph.D. Univ. of Toronto)

**ASSOCIATE FACULTY AND AREAS OF RESEARCH**

Alison Beale, history of communication  
Tirthankar Bose, editing  
Paul Budra, 16th century book production, editing Shakespeare  
Richard Coe, rhetoric and composition  
Ann Cowan, publishing education, editing and production  
Jared Curtis, editing Wordsworth, multi-volume publishing  
Sheila Delaney, medieval/renaissance and contemporary publishing  
Jane Fredeman, editing, Canadian publishing  
Carole Gerson, history of Canadian publishing  
Mary Ann Gillies, Victorian publishing  
Paul Heyer, history of communication and print  
Rowland Lorimer, publishing policy  
Carolyn Mamchur, composition  
Gary Mauser, marketing  
Roy Miki, writing and literary publishing  
Malcolm Page, definitive and fluid drama texts  
Paul Matthew St. Pierre, publication and authorship  
John Stubbs, newspaper history  
Jery Zaslove, literacy and literature reception

**ADJUNCT FACULTY**

Roger Barnes, Marketing Consultant  
Dianne Bodnar, Writing Consultant  
James J. Douglas Retired Publisher (Douglas and McIntyre)  
Crispin Elsted, Barbarian Press  
Jorge Frascara, University of Alberta  
Douglas Gibson, McClelland and Stewart  
Cynthia Good, Penguin Canada  
Peter Milroy, UBC Press  
Ralph Hancox, President and CEO, Reader's Digest Canada  
Stephen Osborne, Vancouver Desktop Publishing  
Karl Siegler, Publisher, Talonbooks  
Basil Stuart-Stubbs, Professor of Library Science  
Chris Weafer, lawyer  
Paul Whitney, Chief Librarian, Burnaby Public Library  
Jean Wilson, University of British Columbia Press

## PART 2 Proposed Calendar Entry: Master of Publishing

### DEGREES OFFERED

The Master of Publishing Program offers a program of study leading to a Master of Publishing (M. Pub.) within the Faculty of Arts. The M. Pub. is a professional program designed for full time and part time study by persons in or intending to enter the publishing industry. It is based on a set of courses plus a project performed in an applied setting. The program encompasses the full range of publishing activities including business, design and editing.

### ADMISSION REQUIREMENTS

The normal admission requirement to the M. Pub. program is a Bachelors degree with a minimum 3.0 average from a recognized university or the equivalent. In addition, applicants will be required a) to have some demonstrated familiarity with the publishing industry, b) to be familiar with the operation of both MacIntosh and IBM compatible micro-computers, and c) to demonstrate a suitable level of competence in English composition.

Students entering the program will be expected to have a minimum acquired knowledge of publishing. This knowledge will be assessed through interviews, an evaluation of documents and experience, and in some areas, an examination. Should candidates be found not to have the knowledge, understanding and skills necessary for entry into the program, they will be advised that they may gain those skills by successfully completing the following courses or their equivalents:

CMNS 371-4 The Structure of the Publishing Industry  
CMNS 372-4 The Publishing Process  
ENGL 388-4 The Author and Book in Society  
BUS 251-3 Financial Accounting I  
BUS 254-3 Managerial Accounting I  
BUS 343-3 Introduction to Marketing

### DEGREE REQUIREMENTS

#### 1. Course Work:

M. Pub. candidates are required to complete 30 hours of course work, plus an internship worth 10 semester hours. Normally the courses will be selected from the course offered by the program. The Graduate Program Committee Chair may grant some students leave to substitute courses from Simon Fraser or other institutions, and/or experience and demonstrated expertise for courses in the program.

#### 2. Internship

A key component of the M. Pub. program is an internship with a focal project which integrates the knowledge gained during the student's graduate studies with the demands of an applied setting. This internship is to be performed in the workplace, typically in industry, public institutions or government. An appropriate level of documentation and reporting is required. Typically, the internship will last four months.

During the internship the student will receive academic supervision as required from the student's Senior Supervisor at the university. Day to day supervision will be the responsibility of designated industry supervisors. These professionals will have

## PART 2 Proposed Calendar Entry: Master of Publishing

appropriate qualifications and will be appointed by the University. In the case of very small companies, alternative arrangements may be made for supervision.

The internship will focus on a specific project. The project will be initiated by the student, by one or more members of the student's Supervisory Committee or by the industry supervisor's employer. The student will draw up an outline that defines the scope of the project, plans for documentation and reporting, anticipated activities, schedule and conclusion. The outline will be approved by the student's Supervisory Committee and the Director of the Master of Publishing program. Commitment of the company or institution, the industry supervisor and the University will be formalized by an exchange of letters.

The student will be required to produce two reports; the first, a Work Report which will be an appraisal of the student's work experience, and the second, a Project Report which will be an investigation and analysis of a particular problem or case. The latter will serve as a record and interpretation of the project.

The Supervisory Committee and the Director will assess the student's project on the basis of the conduct of the project, quality of the work, and quality of the reports. There will be no oral examination, however, a Project Report will be submitted in accordance with paragraph 1.10.6 of the General Regulations for Graduate Studies.

### GRADUATE COURSE CALENDAR DESCRIPTIONS

Simon Fraser University  
Master of Publishing  
Draft: Sept, 1993

#### Professional Core Courses

##### **PUB 600-5 Topics in Publishing Management**

An analysis of management issues essential to the daily operation of publishing firms. Emphasis will be placed on the distinctive nature of publishing as a cultural/information industry, the applicability of theory and practice in marketing and accounting and the legal underpinnings of publishing.

##### **PUB 601-5 Editorial Theory and Practice**

The theoretical component of this course focuses on theories of composition and rhetoric. The practical component focuses on the various types of editing that take place in publishing. Students are examined on both the theory and their attained competence in editing.

##### **PUB 602-5 Design and Production Control in Publishing**

Part 1 is a consideration the principles of and current trends in graphic design and illustration as applied in the publishing industry. Students will undertake design exercises in addition to learning basic principles. Part 2 consists of an examination, by means of a practical project, of the elements of production for printed work.



## PART 2 Proposed Calendar Entry: Master of Publishing

### Academic Core Courses

#### **PUB 800-5 Text and Context**

An examination of two fundamental elements that contribute to our understanding of the role of publishing in society. Part 1 examines the medium of print and its influence on human expression and thought. Part 2 discusses the publishing programs of selected contemporary publishers in both a cultural and business context.

#### **PUB 801-5 The History of Publishing**

A consideration of publishing from the time of Gutenberg to the present day. Emphasis will be placed on the role of publishing and publishing policies in Canadian and other societies.

#### **PUB 802-5 Technology and the Evolving Form of Publishing**

An examination of the social, cultural, legal, economic and political implications of evolving publishing business forms, publication formats, markets, policies and especially technology. Opportunities for Canadian publishing in domestic and global markets will be emphasized.

### Internship

#### **PUB 899-10 Publishing Internship**

Students are placed in an applied setting. The work they undertake must be of sufficient depth and breadth to allow the student the opportunity to demonstrate his or her acquired knowledge and skills. Students will be required to produce two reports; the first, a Work Report which will be an appraisal of the student's work experience, and the second, a Project Report which will be an investigation and analysis of a particular problem or case.

PART 3 New Course Proposals: Master of Publishing

RATIONALE FOR NEW COURSE PROPOSAL

DEPARTMENT: MASTER OF PUBLISHING PROGRAM

PUB 600-5 Topics in Publishing Management

RATIONALE:

There are three professional core courses in the Master of Publishing Program. They cover the three main departments of publishing--management, editing, and design and production. This course deals with the contemporary operations of a publishing firm. It integrates knowledge presented in the course (e.g., information on copyright and contracts) with other knowledge students have acquired in a more general context (e.g., accounting and marketing).

**NEW GRADUATE COURSE PROPOSAL FORM**

**Calendar Information:**

**Department:** Master of Publishing Program **Course Number** 600-5\_

**Title:** Topics in Publishing Management

**Description:** An analysis of management issues essential to the daily operation of publishing firms. Emphasis will be placed on the distinctive nature of publishing as a cultural/information industry, the applicability of theory and practice in marketing and accounting and the legal underpinnings of publishing.

**Credit hours:** 5      **Vector:**3-0-2 **Prerequisites:** Admittance to Program.

**Enrolment and Scheduling:**

**Estimated Enrolment:** 15      **When will course first be offered:** 94-3

**How often will the course be offered:** once per year

**Justification:** This course presents essential information to the management of a publishing company. It is critical knowledge to anyone who expects to have a position of responsibility in the industry. It will integrate the various types of information which are all part of a function publishing operation.

**Resources:**

**Which faculty member will normally teach the course:** Lorimer, with new and visiting professional faculty.

**What are the budgetary implications of mounting the course:** See proposal.

**Are there sufficient library resources:** See library report.

- Appended:**
- a) Outline of the course
  - b) Indication of the competence of the faculty member to give the course. CV's of possible faculty attached.
  - c) Library resources: see evaluation and proposal.

**Approval:**

**Dep't Grad. Studies Committee:** R Lorimer

**Date:** Sept 15/93

**Faculty Grad. Studies Cmmtte:** W P Resnik

**Date:** Dec 20, 1993

**Faculty:** [Signature]

**Date:** 21 Dec 93

**Senate Grad Studies Cmmtte:** B P Cleary

**Date:** 17 April/94

**Senate:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## PART 3 New Course Proposals: Master of Publishing

### PUB 600-5 TOPICS IN PUBLISHING MANAGEMENT

Publishing 600  
Topics in Publishing Management  
Professor: New or Visiting Professional Faculty

#### Course Description:

An analysis of management issues essential to the daily operation of publishing firms. Emphasis will be placed on the distinctive nature of publishing as a cultural/information industry, the applicability of theory and practice in marketing and accounting and the legal underpinnings of publishing.

Course Objectives: Students should have mastered the basic functioning of a publishing house on completion of this course.

Required Readings: As marked with \* in the course bibliography.

Course requirements and grading: Students will be required to prepare three comprehensive ten-page essays on the three major sections of the course (30% each). In addition, they will be required to create an author contract for a publication (10% of grade).

#### Week by week outline:

##### Part 1: Finance and Administration

1. Global Budget/Cash Flow: key ratios, inventory, financing
2. Individual Title Budgets
3. Grants and Subsidies
4. Agency Agreements and Distribution
5. Industry Economics

##### Part 2: Marketing

6. Structure of Markets: Domestic and International
7. Advertising Including Copywriting
8. Promotion
9. Sales
10. Developing a Marketing Strategy

##### Part 3: Legal and Ethical Issues

11. Copyright 1: basic law, rights, subsidiary, reprography, public lending
12. Copyright 2: libel, plagiarism, obscenity, censorship, hate literature
13. Contracts

PUB 600-5 TOPICS IN PUBLISHING MANAGEMENT

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Part 1

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PART 3 New Course Proposals: Master of Publishing

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PART 3 New Course Proposals: Master of Publishing

RATIONALE FOR NEW COURSE PROPOSAL

DEPARTMENT: MASTER OF PUBLISHING PROGRAM

PUB 601-5 Editorial Theory and Practice

RATIONALE:

There are three professional core courses in the Master of Publishing Program. They cover the three main departments of publishing--management, editing, and design and production. This course deals with editing. It provides a foundation in theory and requires that students learn the skills necessary for entry level editing including both copy and structural editing.

**NEW GRADUATE COURSE PROPOSAL FORM**

**Calendar Information:**

**Department:** Master of Publishing Program **Course Number** \_601-5\_

**Title:** Editorial Theory and Practice

**Description:** The theoretical component of this course will focus on the theories of composition and rhetoric. The practical component will focus on the various types of editing that are used in publishing. Students are examined on both theory and attained competence in editing.

**Credit hours:** 5 **Vector:**3-0-2 **Prerequisites:** Admittance to Program

**Enrolment and Scheduling:**

**Estimated Enrolment:** 15 **When will course first be offered:** 94-3

**How often will the course be offered:** once per year

**Justification:** No student with a Masters degree should lack basic editorial competence. This course introduces a theoretical framework for analyzing the process of writing and editing and follows with application and evaluation of the current techniques.

**RESOURCES:**

**Which faculty member will normally teach the course:**

R. Coe, J. Giltrow, new and visiting faculty.

**What are the budgetary implications of mounting the course:**

See proposal.

- Appended:**
- a) Outline of the course
  - b) Indication of the competence of the faculty member to give the course. cv's attached.
  - c) Library resources: see evaluation and proposal.

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**Approval:**

**Dep't Grad. Studies Committee:** 

**Date:** Sept 15/93

**Faculty Grad. Studies Cmmtte:** 

**Date:** Dec 20, 1993

**Faculty:** 

**Date:** 21 Dec 93

**Senate Grad Studies Cmmtte:** 

**Date:** 14 Jan 94

**Senate:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## PART 3 New Course Proposals: Master of Publishing

### PUB 601-5 EDITORIAL THEORY AND PRACTICE

#### Master of Publishing Program

Publishing 601  
Editorial Theory and Practice  
Professor: Jane Fredeman

#### Course Description

The theoretical component of this course focuses on theories of composition and rhetoric. The practical component focuses on the various types of editing that take place in publishing. Students are examined on both editing theory and their attained competence in editing.

Students will be examined on basic concepts of rhetoric and composition (20%). In addition at least 8 editorial assignments will be required and graded during the semester (80%). Required texts are marked with an \* in the course bibliography.

#### Week by week outline:

#### PART 1 Conceptual Foundations

1. Language, Thinking and Rhetoric: How Words Work in Discourse
2. How People Write: The Process  
When and How Editors Intervene
  - a) Invention: Generating Material, Focus & Strategies
  - b) Vision and Re-Vision
    - 1) Major Revision: Reformulation
    - 2) Minor Revision: Copy Editing
3. Writing to Be Read: Editing for Readers
  - a) Readability
  - b) Discourse Community
  - c) Beginnings, Middles, and Endings
  - d) Paragraphing, Headings, and Other Coherence Cues
  - e) Conventions
4. Persona, Style and Voice
  - a) An Honest Style
  - b) Metaphor: Choosing Images
  - c) Diction: Choosing Words
  - d) Sentence Structure
5. Analyzing Writing Tasks  
Analyzing Discourse Communities (a.k.a. Markets)

#### PART 2 Elements of Practice

6. Editor and Author Relationship  
Manuscript Evaluation and Editorial Decision
7. Substantive Editing

### PART 3 New Course Proposals: Master of Publishing

8. Copy-Editing: Fiction & Children's Books
9. Copy-Editing: Non Fiction
10. House Styling & Preparing Manuscript for Design  
Preparing Manuscript for International Publication
11. Proofing and Indexing
12. Editing Textbooks and Editing Graphic Books
13. Editing on Word Processors

**PUB 601-5 EDITORIAL THEORY AND PRACTICE**

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PART 3 New Course Proposals: Master of Publishing

RATIONALE FOR NEW COURSE PROPOSAL

DEPARTMENT: MASTER OF PUBLISHING PROGRAM

PUB 602-5 Design and Production Control in Publishing

RATIONALE:

There are three professional core courses in the Master of Publishing Program. They cover the three main departments of publishing--management, editing, and design and production. This course deals with design and production. It provides the knowledge and skills necessary for students to recognize and create a publication that is both visually pleasing and facilitates the projected use of the publication by the reader.

**NEW GRADUATE COURSE PROPOSAL FORM**

**Calendar Information:**

**Department:** Master of Publishing Program Course Number\_602-5\_

**Title:** Design and Production Control in Publishing

**Description:** Part 1 will consider the principles and current trends in graphic design and illustration as applied in the print and electronic publishing. Students will undertake design exercises in addition to learning basic principles. Part 2 will examine by means of a practical project, the elements of production for printed work.

**Credit hours:** 5 **Vector:**2-0-3 **Prerequisites:** Admittance to Program.

**Enrolment and Scheduling:**

**Estimated Enrolment:** 15 **When will course first be offered:** 94-3

**How often will the course be offered:** once per year

**Justification:** A discussion of contemporary practices and principles in graphic design and illustration. Application and analysis of learned principles to a publishing project.

**Resources:**


**Which faculty member will normally teach the course:** New or visiting faculty, e.g., Ron Woodward.

**What are the budgetary implications of mounting the course:** See proposal.

- Appended:** a) Outline of the course  
 b) Indication of the competence of the faculty member to give the course. CV's attached  
 c) Library resources: see evaluation and proposal.

**Approval:**  
**Dep't Grad. Studies Committee:** 

**Date:** Sept 15 1993

**Faculty Grad. Studies Cmmtte:** 

**Date:** Wex 20 1993

**Faculty:** 

**Date:** 21 Dec 93

**Senate Grad Studies Cmmtte:** 

**Date:** 1.1 April 1994

**Senate:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## PART 3 New Course Proposals: Master of Publishing

### **PUB 602-5: DESIGN AND PRODUCTION CONTROL IN PUBLISHING**

Master of Publishing Program

Publishing 602

Design and Production Control in Publishing

Professor: New or visiting faculty e.g., Ron Woodward

#### Course Description:

Part 1 is a consideration of the principles and current trends in graphic design and illustration as applied in the publishing industry. Students will undertake design exercises in addition to learning the basic principles.

Part 2 consists of an examination, by means of a practical project, of the elements of production for printed work.

Students will spend be marked at various stages of the work they present during the course. Marks will have 10 components of 10% each. Students will complete the course with a portfolio of work that they will be able to present to potential employers.

Required texts are marked in the course bibliography

#### Week by week Outline:

##### 1. INTRODUCTION TO DESIGN

- The purpose of design

- The process of design

- Tools and equipment

- Relationship with author and artist

- Relationship with editing, marketing and production departments

- Budgeting, printer specifications, cost control

##### 2. PRINCIPLES OF DESIGN

- Balance

- Contrast

- Use of white space

- Use of a grid

##### 3. TYPOGRAPHY

- A brief history of type

- Typesetting terminology

- Typesetting methods

- Matching typeface to content

- Output devices

- Desktop and traditional systems

- Software options

##### 4. THE OFFSET PROCESS

- Papers

- Cloths

- Leathers

- Special effects

- Inks

- Imposition

Printing and presses  
Binding

5. CHARACTERISTICS OF ILLUSTRATION AND PHOTOGRAPHY

The relationship between designer and illustrator/photographer  
Making photo decisions  
Integrating illustrative material with type  
Colour characteristics  
The principle of halftones  
Separations and printing  
Preparation of film for lithography  
Special effects

6. THE DESIGN PROCESS

Critical paths  
Casting off the manuscript  
Choosing the format, paper and type  
Thumbnail sketches  
Designing the body, prelims and end-matter  
Drawing up specifications

7. PRINCIPLES AND PRACTICES OF LAYOUT

8. PREPARATION OF ART

Using mechanicals  
Using the computer  
Electronic pagination software

9. DESIGNING THE CASE AND THE COVER

10. DESIGNING THE ILLUSTRATED BOOK

Commissioning art and photography  
Use of illustration archives and stock photo suppliers

11. DESIGNING DIFFERENT KINDS OF BOOKS

Textbooks  
Belles-lettres  
Cookbooks  
Children's books  
How-to books  
Limited editions

12. DESIGNING HOUSE, IMPRINT AND SERIES GRAPHIC STANDARDS

Designing catalogues and other marketing material

13. PRODUCTION CONTROL

Scheduling, Buying type, print and binding  
Purchase orders and contracts  
Budgeting and costing as they relate to design options  
Relationship with other departments; Proofing



**PUB 602-5 DESIGN AND PRODUCTION CONTROL IN PUBLISHING**

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PART 3 New Course Proposals: Master of Publishing

RATIONALE FOR NEW COURSE PROPOSAL

DEPARTMENT: MASTER OF PUBLISHING PROGRAM

PUB 800-5 Text and Context

RATIONALE:

There are three academic core courses in the Master of Publishing Program. They cover both past, present and future, and social, cultural and technological dimensions. This course deals with the contemporary significance of publishers and publishing. What is it that drives publishers, that gives a house or title integrity, a magazine loyal subscribers? What makes publishing more than a business and how is that dynamic played out with the economic and legal constraints of national societies and international trade?

**NEW GRADUATE COURSE PROPOSAL FORM**

**Calendar Information:**

**Department:** Master of Publishing Program **Course Number** 800-5

**Title:** Text and Context

**Description:** An examination of the two fundamental elements that contribute to our understanding of the role of publishing in society. Part I examines the medium of print and its influence on human expression and thought. Part II discusses the publishing programs of selected contemporary publishers in a cultural and business context and as social practice.

**Credit hours:** 5 **Vector:** 3-0-0 **Prerequisites:** Admittance to Program

**Enrolment and Scheduling:**

**Estimated Enrolment:** 15 **When will course first be offered:** 94-3

**How often will the course be offered:** once per year

**Justification:** This course considers the role of publishers and publishing as cultural mediators. It considers the nature of the choices publishers make and their importance and embeddedness in society.

**Resources:**

**Which faculty member will normally teach the course:** Heyer, Lorimer, Beale.

**What are the budgetary implications of mounting the course:** See proposal.

- Appended:**
- a) Outline of the course
  - b) Indication of the competence of the faculty member to give the course. cv's attached.
  - c) Library resources: see evaluation and proposal.

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**Approval:**  
**Dep't Grad. Studies Committee:** Rh... **Date:** Sept 15/93  
**Faculty Grad. Studies Cmmtte:** Al Liberty **Date:** Dec 20 1993  
**Faculty:** E. Allen **Date:** 21 Dec 93  
**Senate Grad Studies Cmmtte:** B. P. Clay **Date:** 11 Feb/94  
**Senate:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**PUB 800-5 TEXT AND CONTEXT**

Master of Publishing Program

Publishing 800

Text and Context

Professor: Rowland Lorimer or Paul Heyer with guests.

Course Description:

An examination of two fundamental elements that contribute to our understanding of the role of publishing in society. Part 1 examines the medium of print and its influence on human expression and thought. Part 2 discusses the publishing programs of selected contemporary publishers in both a cultural and business context.

Students will be responsible not only for the overall content of the course but also for preparing a major presentation on one of the weekly topics. For this latter purpose students will consult with the instructor on the necessary material to be consulted. A mid term and a final essay will be required, each 3,000 words. Grades will be based equally on the three assignments.

There are no required texts. Students will be expected to read widely in their chosen area of emphasis.

Week by Week Outline:

Part 1 Historical and Theoretical Background

1. Orality and Literacy
2. The Tradition of Western Literacy from Greece to the middle ages
3. The Printing Press and its Consequences 1
4. The Printing Press and its Consequences 2

Part 2 Publishers and their Lists

5. The Philosophies of Publishers
6. The Development of the List
7. Balancing the List
8. Acquisitions of Manuscripts
9. Manuscript Evaluation
- 10.& 11. Case Studies: Historical and Modern
12. Case Studies: Canadian
13. The Publisher as an Agent in Society



PART 3 New Course Proposals: Master of Publishing

TEXT AND CONTEXT

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PART 3 New Course Proposals: Master of Publishing

RATIONALE FOR NEW COURSE PROPOSAL

DEPARTMENT: MASTER OF PUBLISHING PROGRAM

PUB 801-5 History of Publishing

RATIONALE:

There are three academic core courses in the Master of Publishing Program. They cover both past, present and future, and social, cultural and technological dimensions. This course provides a historical analysis of publishers and publishing. It deals with the contribution authors and publishers have made to society and the dynamic interaction between authors, publishers, and society at large. Attention will be paid to the evolution of publishing in literate society, the dynamics of literate societies and the contribution of publishers, and the contribution of publishing to the major differences between Western and Eastern cultures.

NEW GRADUATE COURSE PROPOSAL FORM

**Calendar Information:**

**Department:** Master of Publishing Program **Course Number** \_801-5\_

**Title:** History of Publishing

**Description:** A consideration of publishing from the time of Gutenberg to the present day. Emphasis will be placed on the role of publishing and publishing policies in Canadian and other societies.

**Credit hours:** 5 **Vector:**3-0-0 **Prerequisites:** Admittance to Program

**Enrolment and Scheduling:**

**Estimated Enrolment:** 15 **When will course first be offered:** 94-3

**How often will the course be offered:** once per year

**Justification:** An appreciation of the role of publishers and publishing can greatly benefit from a knowledge of an historical perspective. In addition, the role of publishing as a foundational element of literate society is salient.

**Resources:**

**Which faculty member will normally teach the course:** Heyer, Lorimer, Gillies, Gerson, Stubbs and new and visiting faculty.

**What are the budgetary implications of mounting the course:** See proposal.

- Appended:**
- a) Outline of the course
  - b) Indication of the competence of the faculty member to give the course. cv's attached.
  - c) Library resources: see evaluation and proposal.

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**Approval:**  
**Dep't Grad. Studies Committee:** RL **Date:** Sept. 5/93  
**Faculty Grad. Studies Cmmtte:** W. Robinson **Date:** Dec 20, 1993  
**Faculty:** [Signature] **Date:** 21 Dec 93  
**Senate Grad Studies Cmmtte:** [Signature] **Date:** 14 Jan 94  
**Senate:** \_\_\_\_\_ **Date:** \_\_\_\_\_

PART 3 New Course Proposals: Master of Publishing

**PUB 801-5 HISTORY OF PUBLISHING**

Master of Publishing Program

Publishing 801

History of Publishing

Professor: Heyer or Lorimer with possible contributions from Gillies, Gerson, Stubbs

Course Description:

A consideration of publishing from Gutenberg to the present day. Emphasis will be placed on the role of publishing and publishing policies in Canadian and other societies. A comparative analysis of Western and Chinese publishing will form part of the course.

Students will be responsible not only for the overall content of the course but also for preparing a major presentation on one of the weekly topics. For this latter purpose students will consult with the instructor on the necessary material to be consulted. A mid term and a final essay will be required, each 3,000 words. Grades will be based equally on the three assignments.

There are no required texts. Students will be expected to read widely in their chosen area of emphasis.

Week by week outline:

1.     Printing/bookselling/publishing  
        Inter-relationship after establishment of print in Western Europe  
        gradual distinction of functions in Europe  
        North American parallels
2.     Publishing prior to the 19th century  
        Religion, philosophy, literature, history, ballads  
        The nature of audiences  
        Mechanism of distribution
3.     Publishing and public authority  
        Licensing and censorship  
        Emergence of copyright  
        Development of copyright nationally and internationally  
        The place of Canada between Britain and the U.S.
4.     Models for examining publishing  
        descriptive bibliography  
        the history of the book  
        economic approach
5.     Publishers of the 19th and 20th centuries 1  
        family firms in Europe and the U.S.  
        rationales, policies, methods of operation
6.     Publishers of the 19th and 20th centuries 2
7.     The place of authors in publishing  
        the circling continuum

### PART 3 New Course Proposals: Master of Publishing

individual case studies  
editors and their roles  
the combined effect of author/publisher on society

8. Publishing as an international operation
  - the role of copyright and trading markets
  - rights sales
  - agency operations by European colonizers
  - economic, intellectual and cultural implications
9. Publishing for the many
  - reprint series, original series, cheap editions
  - Everyman, Penguin, the Modern Library audiences, entrepreneurship, distribution
10. Specialized Publishing
  - Education, law, science, writing for children
  - manuals, dictionaries, encyclopedias, translation
  - emigrant guides, scholarly presses
  - private presses and small presses
11. The influence of changing techniques of production
  - from hand to mono, linotype and film
  - lithography and offset
  - colour printing
12. Distinctive characteristics of Canadian publishing 1
  - reading habits of early inhabitants
  - the book trade and education
  - centralization in Toronto and Montreal
  - aspects of regionalism
13. Distinctive characteristics of Canadian publishing 2
  - the publication of Canadian writers
  - two industries - one nation
  - Significant Canadian houses
  - A comparison with Australia

## HISTORY OF PUBLISHING

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PART 3 New Course Proposals: Master of Publishing

RATIONALE FOR NEW COURSE PROPOSAL

DEPARTMENT: MASTER OF PUBLISHING PROGRAM

PUB 802-5 Technology and the Evolving Form of Publishing

RATIONALE:

There are three academic core courses in the Master of Publishing Program. They cover both past, present and future, and social, cultural and technological dimensions. This course deals with ongoing technological and structural changes to publishing. Both the internal dynamics of the firm and the technological environment will be addressed. The course is intended to provide an understanding of likely changes that will occur and strategies for taking advantage of those changes. At the same time the limitations of technology as a agent of social changes will be discussed.

**NEW GRADUATE COURSE PROPOSAL FORM**

**Calendar Information:**

**Department:** Master of Publishing Program **Course Number** \_802-5\_

**Title:** Technology and the Evolving Form of Publishing

**Description:** An examination of the nature of technology and the social, cultural, legal, economic and political implications of evolving publishing business forms, publication formats, markets, policies and especially technology. Opportunities for Canadian publishing in domestic and global markets will be emphasized.

**Credit hours:** 5 **Vector:**3-0-0 **Prerequisites:** Admittance to Program.

**Enrolment and Scheduling:**

**Estimated Enrolment:** 15 **When will course first be offered:** 94-3

**How often will the course be offered:** once per year

**Justification:** Publishing takes place within an evolving technology. Understanding the nature of technology in general and the specific attributes of publishing technology is a necessary element to any functioning publisher.

**Resources:**

**Which faculty member will normally teach the course:** Lorimer with new and visiting faculty.

**What are the budgetary implications of mounting the course:** See proposal.

- Appended:**
- a) Outline of the course
  - b) Indication of the competence of the faculty member to give the course. cv's attached.
  - c) Library resources: see evaluation and proposal.

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**Approval:**  
**Dep't Grad. Studies Committee:** 

**Date:** Sep 15/93

**Faculty Grad. Studies Cmmtte:** 

**Date:** Mar 20, 1993

**Faculty:** 

**Date:** 21 Dec 93

**Senate Grad Studies Cmmtte:** 

**Date:** 14 April 1994

**Senate:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## PART 3 New Course Proposals: Master of Publishing

### **PUB 802-5 TECHNOLOGY AND THE EVOLVING FORM OF PUBLISHING**

Master of Publishing Program

Publishing 802

Technology and the Evolving Form of Publishing

Professor: Lorimer and others

#### Course Description:

An examination of the nature of technology and of the social, cultural, legal, economic and political implications of evolving publishing business forms, publication formats, markets, policies and especially technology. Opportunities for Canadian publishing in domestic and global markets will be emphasized.

Students will be responsible not only for the overall content of the course but also for preparing a major presentation on one of the weekly topics. For this latter purpose students will consult with the instructor on the necessary material to be consulted. A mid term and a final essay will be required, each 3,000 words. Grades will be based equally on the three assignments.

There are no required texts. Students will be expected to read widely in their chosen area of emphasis.

#### Week by Week Outline:

##### Part 1 Background

1. The Foundations of Publishing: Overview
2. A Heterogeneous Industry: Technological, Cultural and Material Form
3. Recent Technological Change: New Processes, new Alignments

##### Part 2 Current Forms, Practices and Trends

4. Production and Manufacture
5. Distribution and Fulfillment: National and International Systems and Structures
6. Writing and Editing
8. Layout, Design and Illustration,
9. Evolving Material Forms
10. Ownership
11. Finance
12. Markets and Marketing
13. Developing Countries, their cultures and their markets

**TECHNOLOGY AND THE EVOLVING FORM OF PUBLISHING**

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NEW GRADUATE COURSE PROPOSAL FORM

Calendar Information:

Department: Master of Publishing Program Course Number 899-10

Title: Publishing Internship or Project

**Description:** Students are placed in an applied setting. The work they undertake must be of sufficient depth and breadth to allow the student the opportunity to demonstrate his or her acquired knowledge and skills. Students will be required to produce two reports; the first, a Work Report which will be an appraisal of the student's work experience, and the second, a Project Report which will be an investigation and analysis of a particular problem or case.

Credit hours: 10 Vector: NA Prerequisites: Admittance to Program.

Enrolment and Scheduling:

Estimated Enrolment: 15 When will course first be offered: 94-3

How often will the course be offered: once per year

**Justification:** The internship provides an opportunity for students to apply knowledge and skills gained in the program in an applied setting.

Resources:

Which faculty member will normally teach the course: Two faculty of the program and one professional supervisor at the place of the intership.

What are the budgetary implication of mounting the course: See proposal.

- Appended:
- a) Outline of the course
  - b) Indication of the competence of the faculty member to give the course. cv's attached.
  - c) Library resources: see evaluation and proposal.

Approval:  
Dep't Grad. Studies Committee: RL

Date: Sept 15/93

Faculty Grad. Studies Cmmtte: W Liberty

Date: Nov 20 1993

Faculty: [Signature]

Date: 21 Dec 93

Senate Grad Studies Cmmtte: [Signature]

Date: 14 Dec /93

Senate: \_\_\_\_\_

Date: \_\_\_\_\_

**PART 4**  
**PROGRAM PROPOSAL**  
**MASTER OF PUBLISHING**  
**AT**  
**SIMON FRASER UNIVERSITY**

Contents

**PROGRAM PROPOSAL**

**APPENDICES**

1. Oxford Polytechnic Course Schema
2. Draft Letter of Agreement between Simon Fraser University and Publishing Institution Regarding Internship Placement and Responsibilities
3. Short Biographies of Proposed Adjunct Faculty

## PART 4 Master of Publishing Proposal

### Master of Publishing Simon Fraser University

#### I GENERAL INFORMATION MASTER OF PUBLISHING

1. Title of Program: Master of Publishing
2. Credential to be awarded to Graduates: M. Pub.
3. Administrative Unit to offer program: the Master of Publishing Program, Faculty of Arts.
4. Administrative Structure: The Publishing Studies Graduate Program Committee will be composed of at least seven persons selected from those who are active in teaching in the program, from industry, and from the students enrolled in the program. It will be Chaired by the Director of the program.
5. Schedule for Implementation: September, 1994.

#### II PROGRAM DESCRIPTION

1. Objectives:

To provide prospective students who are engaged in publishing or preparing for a career in publishing with an opportunity to pursue professional graduate studies in publishing on a full or part time basis.

To provide the opportunity to prospective students to increase their knowledge and understanding of publishing and their abilities to function as professional publishers.

To provide publishers with a way to increase the capabilities of their staff.

2. Relationship of Program to Role and Mission of the University

Simon Fraser University was founded in 1965 in part as a complement to existing higher education in the province. It has sought to address new areas and new methods of enquiry, and to integrate university and industry by forming such interdisciplinary departments as communication, criminology and kinesiology.

The university has also mounted interdisciplinary professional Masters programs in recognition of the growing need and demand for professional expertise in areas such as pest management, resource management and business administration. It has delivered these programs over three semesters of study per year and sought ways -- such as evening courses -- to address the needs of part time students.

The Faculty of Arts has itself served both as a home for interdisciplinary studies and for programs of a professional nature, for example, the public history program, criminology, studies in the arts, gerontology, etc.

With the opening of Simon Fraser Harbour Centre the university is consolidating its commitments to mid-career learning and to professional programs for people with already chosen careers.

## PART 4 Master of Publishing Proposal

The proposed program follows in the footsteps of other professional Masters programs at Simon Fraser directed at particular areas of activity. It builds on existing faculty research and teaching in the Departments of English and Communication.

### 3. The Nature of the Proposed Program

The proposed program is designed for both full time and part time study. Courses will normally be given in the evening and full use will be made of the summer semester. Full time students with industry experience and/or academic background in publishing may complete course work for the program in one year (three semesters) provided they are able to devote their entire attention to the program.

The full set of core courses in the program will be scheduled once each academic year. The course offerings will be spread over the three semesters of the academic year.

The proposed program is built on an analysis of the needs of a number of types of prospective students. They include those who:

1. plan to enter the publishing industry
2. wish to advance their careers in the industry
3. may engage in publishing but work for businesses or institutions whose primary activity is not publishing
4. may work for agencies directly concerned with the publishing industry, e.g., Communications Canada, the Canada Council, private granting organizations or provincial cultural agencies
5. may wish to undertake applied or basic research in the area. (It is the intent of the program to direct students wishing to become researchers or scholars to enroll in academic programs such as Communication, English or Business Administration, taking some of their courses from the Master of Publishing program.)

### 4. Current Education and Research in Publishing at Simon Fraser University

A number of existing initiatives at Simon Fraser University make it a logical home for a Master of Publishing and for a national education and research centre focussed on publishing industry needs. Within Simon Fraser University several commitments to research and teaching related to the publishing industry have already been made. For example, faculty in the the Departments of English and Communication have carried out academic research into the history of publishing, trade and educational publishing and currently teach courses on book and magazine publishing. Also, the Canadian Centre for Studies in Publishing has undertaken a number of contracts and conferences oriented to publishing. A publishing minor was mounted in 1989 composed of courses in the Departments of English and Communication.

An annual program of professional development seminars is also being offered through Continuing Education on several aspects of writing and editing, for

## PART 4 Master of Publishing Proposal

example, the history of the book, "desktop" publishing, marketing, distribution and promotion, and business and publishing practices for short-run or specialized titles.

### 5. Other Graduate Programs in Publishing

Until the last few years in Canada and elsewhere, research and teaching on the publishing industry was carried on largely by individual scholars and by industry itself. In contrast the press and broadcasting were studied in graduate schools of English, history, sociology, journalism and communication. However, beginning in 1990 publishing studies programs have been emerging quickly in the Western world. They have been oriented to both the academic study of publishing and to professional education in publishing. Programs now exist in a wide variety of places including Paris, London, Cambridge, Cambridge, Mass., Oxford, Stanford, Chicago, New York, Prague, Tempe Arizona, Denver, etc. A learned society, the Society for the History of Authorship, Reading and Publishing (SHARP) and an Internet Group (SHARP-L) have been established.

There is no comprehensive professional graduate program in Canada in publishing. Nor is there any program that teaches acquisition, editing, design, production, management, marketing and cultural studies as integral parts of publishing. This situation exists in spite of the crucial role journal and book publishing play in the academy.

Recently, in consultation with the Canadian Centre for Studies in Publishing, an undergraduate program has been mounted at the Université de Québec à Montréal. Also, stimulated by activities generated by the Canadian Centre for Studies in Publishing and in consultation with the Centre, Ryerson Polytechnical Institute is mounting an undergraduate program focussed on editing. Community and technical colleges have also been mounting courses and programs which focus on a lower level of expertise and the technical side of publishing. Outside Canada there are three notable professionally oriented graduate programs in publishing.

1. The first is offered by the Oxford Polytechnic and grants a graduate diploma. It is designed to introduce the skills needed by industry entrants. See Appendix 1 for course schema.

2. A second program is given at the University of Bordeaux. It consists of a graduate diploma approximately equivalent to a Master's and consists of course work as well as an internship. In addition, a student may take a doctorate by adding on a wider range of reading and completing a dissertation.

3. Finally, New York University offers a doctorate to individual students who choose from a range of courses relevant to publishing offered throughout the university. The doctorate is designed to be an academic degree but it allows the student considerable exposure to the industry.

### 6. Relationship to programs at other B.C. universities.

A number of feeder programs exist in the colleges of British Columbia centred on writing and on the technical aspects of publishing. We have developed links to

## PART 4 Master of Publishing Proposal

these programs and will continue to maintain close contact so that we may predict the level of practical skills training available elsewhere.

A second feeder program exists within the Creative Writing Department of the University of Victoria. It is similar to the college programs and is composed of three courses, Publishing Procedures and Practices (206), Publishing Procedures (306), and Seminar in Publishing Procedures (306b).

Of course the undergraduate minor is also a feeder program for the Masters.

No related graduate programs exist. The proposed program is a professional program with a strong academic component that builds on the research and teaching interests of faculty in the Departments of English and Communication at Simon Fraser. A new faculty member in the Department of History, John Stubbs, has an interest in this area and we will solicit his contribution to the program. It may also be that faculty joining the Faculty of Business Administration will have something to contribute to the new program.

### 7. The Proposed Program at Simon Fraser

The approach to be taken at Simon Fraser is designed to be parallel in its philosophy and academic level to Masters programs in Journalism and Librarianship offered at other universities. In overview, the program is composed of four components as follows:

1. An entry level requirement encompassing knowledge of business, the publishing industry, and the content and dynamics of publishing in a social and literary context.
2. An academic program of three 800 level core courses drawing largely on existing expertise as it may be made available.
3. A series of three graduate level professional core courses (numbered at the 600 level).
4. An internship similar to that offered for other professional degrees such as the Master of Engineering. (For students with industry experience and current employment, the internship will focus on a publishing project.)

Note: The 600 and 800 series numbering denotes the academic and professional focus of the two sets of courses and is not indicative of ranking in either academic status or difficulty.

The following outlines the program.

## MASTER OF PUBLISHING COURSE SEQUENCE

### PROFESSIONAL CORE COURSES

- PUB 600-4** Topics in Publishing Management
- PUB 601-4** Editorial Theory and Practice
- PUB 602-4** Design and Production Control in Publishing

### ACADEMIC CORE COURSES

- PUB 800-5** Text and Context
- PUB 801-5** History of Publishing
- PUB 802-5** Technology and the Evolving Form of Publishing

### INTERNSHIP

- PUB 899-10** Publishing Internship

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## 8. Curriculum

The proposed program will conform to the General Regulations for graduate studies as set out in the SFU calendar. Specific requirements are set out below.

Applicants must hold a bachelors degree from a Canadian university or an equivalent qualification from a foreign university or other post secondary institution with some introduction to publishing. This means that certain bachelors degrees such as some performance degrees will not be regarded as equivalent. The minimum expected level of achievement is a second class standing.

Students entering the program will be expected to have a minimum acquired knowledge of publishing. This knowledge will be assessed through interviews, an evaluation of documents and experience, and in some areas, an examination. Should candidates be found not to have the knowledge, understanding and skills necessary for entry into the program, they will be advised that they may gain those skills by successfully completing the following courses or their equivalents:

- CMNS 371-4** The Structure of the Publishing Industry
- CMNS 372-4** The Publishing Process
- ENGL 388-4** The Author and Book in Society
- BUS 251-3** Financial Accounting I
- BUS 254-3** Managerial Accounting I
- BUS 343-3** Introduction to Marketing

Masters candidates are required to complete:

- Thirty semester hours of course work,
- A ten-credit Internship or Project undertaken in an applied setting.

## PART 4 Master of Publishing Proposal

- A ten-credit Internship or Project undertaken in an applied setting.

An appropriate level of documentation and reporting of the internship experience is required. For example, a student involved in a marketing program for a new fiction list would write a report of the development and implementation of the program and provide an evaluation of its initial success.

Courses emphasize three areas;

1. a social analysis of publishing,
2. the publishing arts, including writing, illustration and design, and,
3. the business of publishing.

The intention is to ensure an integrated understanding and knowledge of the full significance of publishing.

### 8a. Courses

The teaching of both fundamental principles and informing theories will be emphasized. Courses are also designed to prepare students to make a substantial contribution in a job setting upon graduation. They will familiarize students with publishing practice and will also provide the knowledge necessary to understand and lead industry.

In overview the content of the program will draw from the following bodies of knowledge;

1. literary studies especially composition, editing and the creation and dissemination of literature;
2. communication, especially social theory and policy studies, theories of communication concerning print, graphic art and design;
3. Marketing, consumer behaviour, accounting and law.

The proposed courses are listed below. Some require access to a production lab equipped with personal computers, a laser printer, an optical scanner, paste-up stations and other basic tools of the trade. A recent donation by Apple Canada has been made to partially equip such a lab.

### 8b. The M. Pub. Internship

A key component of the M. Pub. program is a significant industry experience which integrates knowledge gained during the student's graduate studies with the demands of an applied setting. This internship is to be performed in the workplace, typically in industry, public institutions or government. As noted, an appropriate level of documentation and reporting is required. The internship is expected to last four months.

Potential placements for students will be developed by the program and specifically the Director. If ever a shortfall of places or difficulty is experienced in placing the student, the responsibility for finding a placement for his or her internship will fall to the student.



## PART 4 Master of Publishing Proposal

The internship will be overseen by a Supervisory Committee composed of two faculty members of Simon Fraser and one industrial supervisor. This committee shall be formed in the semester prior to the planned internship and no later than one month prior to the beginning of the internship. An outline of the project to be undertaken during the internship must be approved by the student's supervisory committee no later than one month prior to the beginning of the internship.

During the internship the student will receive academic supervision as required from the student's Senior Supervisor at the university. Day to day supervision will be the responsibility of a designated associate of the program who will be a member of the student's supervisory committee. In the case of very small companies, alternative arrangements may be made for supervision.

The internship will focus on a specific project. The project will be initiated by the student, by the student's associate or by the associate's employer. The student will draw up an outline that defines the scope of the project, plans for documentation and reporting, anticipated activities, schedule and conclusion. The outline will be approved by the student's Supervisory Committee, and the Director of the Master of Publishing program.

The student will be required to produce two reports; the first, a Work Report which will be an appraisal of the student's work experience, and the second, a Project Report which will be an investigation and analysis of a particular problem or case. The latter will serve as a record and interpretation of the project.

The Supervisory Committee and the Director will assess the student's project on the basis of the conduct of the project, quality of the work, and quality of the reports. Similar to the model of the Master of Business Administration there will be no oral examination, however, the Project Report will be submitted in accordance with paragraph 1.10.6 of the General Regulations for Graduate Studies.

Commitment of the company or institution and the University to the placement of students will be formalized by a letter of agreement. A draft of that letter is to be found in Appendix 2.

Some examples of typical internship projects follow:

1. The development and analysis of a marketing plan for a new title or series.
  2. Analyses of sales patterns, e.g., by region, by genre, by author categories, etc.
  3. Analyses of current theory and current cover designs of best sellers in certain categories and their application to a specific new title.
  4. Analyses of design and typography of various categories of books relating those variables to other elements such as marketing, press identity, etc.
  5. Analyses of profitability by genre or other category within one publishing house.
  6. Presentation of a title for acquisition with readers reports, market analysis, projected cost, sales, etc.
9. Consultation with non-university agencies

## PART 4 Master of Publishing Proposal

The proposed program is the result of a joint university/industry consultation. The professional nature of the proposed program together with the lack of comparable programs in Canada and the relative lack of such programs in other countries suggested that the development of the program should take place in close consultation with industry.

Industry participation has taken a number of forms. Through initial contacts with national associations a working committee was formed consisting of respected industry members representative of various industry sectors, e.g., scholarly publishing, general publishing, literary publishing, genre publishing, librarianship and editing. This working committee presented a detailed description of the program to a national forum representative of all industry groups; writers, poets, booksellers, editors, publishers, librarians, and academics. Following this meeting the program was revised and a detailed proposal of some 70 pages entitled Prospectus of the Canadian Centre for Studies in Publishing was printed and over 1000 copies distributed. The Prospectus included descriptions of a research program, a set of undergraduate courses and set of professional graduate courses complete with one-paragraph course outlines.

In spite of delays, the industry has continued to support the program and has provided funds to assist in its implementation. Several firms have also sought out and employed students of the undergraduate minor.

### III NEED FOR PROGRAM

#### 1. Rationale for a Graduate Publishing Program

Until the 1960s, publishing and bookselling in Canada were limited in size--the domestic book market was estimated to be worth \$222 million per annum--and largely dominated by subsidiaries and sales agencies. Since that time, the market has grown to be worth over \$1.4 billion per annum, and many Canadian-owned publishing companies have sprung up in every province. Recently, Canadian publishers have seen a number of their authors in demand in international markets.

Such a rapidly expanding and increasingly complex industry can no longer adequately train its owners, managers and workers on the job. The apprenticeship system, which has produced so many of the country's excellent booksellers, publishers, editors and designers, is a burden on an industry which depends for survival on small profit margins. It must be replaced with an formal means of passing on to a new generation, the knowledge and experience of those who have created and sustained the book trade in Canada.

Given the increasing importance of textual information in society, especially electronic processing of textual information, and the increasing complexity of the industry, there is a clear need for industry personnel to obtain professional qualifications. Consistent with professional programs in archival studies and librarianship, it would seem wise that professional qualifications be built on the minimum of a bachelor's degree. Because publishers must deal with often subtle and sophisticated texts, they must possess both a high degree of literacy and a sophistication in the subject of the text. Publishers must also have a keen appreciation of cultural issues. Ideas germinate in the writing of text and are made public through print (or, in some cases, electronic displays of text).

## PART 4 Master of Publishing Proposal

Publishers are the gatekeepers of the ideas of society. Few publishers could expect to succeed without an undergraduate university education.

This rationale was confirmed at various activities in which the Canadian Centre for Studies in Publishing has been involved. Specifically, at a recent conference on publishing education participants as widely divergent in their positions as freelance editors and the President of the Publishing Division of International Thomson praised the program and initiative of Simon Fraser noting that a Masters program dedicated to publishing would be of immense value to the industry.

### 2. Enrolment:

#### (a) Evidence of student interest

As a result of working with industry on this initiative, the Canadian Centre for Studies in Publishing and this proposed Master's has commanded a certain amount of public attention. As a result, we have received approximately 500 requests for information on the program from prospective students and we continue to receive several each week. On the basis of those enquiries, analysis of typical employees of the industry, examination of programs in other countries, and general information, the student population may be expected to have the following characteristics: they will be highly literate, mature students, the majority in their late 20s or early 30s, more women than men, with some publishing-related experience. Between 25 and 33 per cent will want to enrol part time in the program. They will most often have bachelor's degrees in the humanities and social sciences but some will have science degrees. A few will have other professional degrees such as engineering. We expect to receive at least 100 applications in the first year followed by a slight drop-off to 50 or 60 per year.

#### (b) Enrolment Predictions:

The program will attempt to run courses in the initial years with approximately 15 students. Intake of students will be governed accordingly. As the program becomes established consideration will be given to expanding the number of students admitted.

Given the number of publishers in the country, some 400, the number of freelance designers and editors ~ 5000, along with booksellers ~ 2000, wholesalers ~ 100, industry associations and government ~ 100, there is no doubt that all graduates can be accommodated by industry.

In addition, there are at least an equal number of employment opportunities in the area of institutional or corporate publishing. This area involves publishing carried on as a secondary activity by institutions who need to produce textual information for internal and external purposes.

## PART 4 Master of Publishing Proposal

### 3. Types of jobs for which graduates will be suitable:

The program is designed so that graduates could take on any entry level position in publishing including for example: editing, production, design, distribution, publicity, marketing, acquisitions, proofing, negotiating contracts, and so forth.

In situations, where publishing is a secondary activity, graduates would be capable of managing a publishing operation for the production of, for example, a newsletter or annual report, by themselves. Students taking the minor have already been hired by the industry while others involved in publications supported by Simon Fraser (West Coast Review) have enrolled in the undergraduate courses. One student assumed the managing editorship of the Canadian philosophy journal, Dialogue, another the Canadian Journal of Communication, both now based at Simon Fraser. Undergraduates of the minor program have been placed in about 8 different positions.

## IV PRESENT AND PROJECTED RESOURCES

See Prospectus

### Administrative Responsibilities

#### Director: Half time

In addition to having responsibility for the Masters program the director will be responsible for the development and maintenance of:

- a) an academic research program
- b) an applied research program
- c) on-going fundraising for research, scholarships, capital equipment, centre development
- d) industry liaison through Advisory Board
- e) industry internships
- f) industry sabbaticals at SFU
- g) arranging short term appointments with industry personnel
- h) developing a program of seminars given by invited guests
- i) program expansion into other areas of publishing
- j) building international relations
- k) developing a visiting fellowships program

#### Professional Fellow

The Professional fellow will share administrative responsibilities with the Director in the following areas:

- a) fundraising in industry for research, scholarships, capital equipment, centre development
- b) industry liaison
- c) industry internships
- d) industry sabbaticals at SFU
- e) identifying industry personnel with outstanding expertise
- f) arranging short term appointments with industry personnel
- g) program expansion into other areas of publishing
- h) tracking technological developments and trends in industry
- i) building international relations

#### Program Assistant: One Half Time

(Additional secretarial services may be provided from an endowment.)

## PART 4 Master of Publishing Proposal

### 2. Faculty, including TA's and RA's and Lab Instructor

This program may be mounted with one full time professional in addition to a half time director who will also teach at least one course in the program. Total teaching capacity must be sufficient for there to be six courses taught per year plus supervision of internships. Visiting appointments, sessional appointments, and visiting speakers will be used to ensure the highest quality program. Persons given limited term appointments will be designated Associates, Visiting Lecturers or Adjunct Professors, as appropriate.

One half time lab instructor will also be necessary to guide students and maintain equipment and software. In the initial semesters of the program it is suggested that the professional fellow and the director share this responsibility along with consultants as needed.

Over the long term it is hoped that courses will be expanded and that there will be cross appointments with a number of departments.

The expertise that the program will require over the long term should encompass the following areas:

1. Business practice and financial control
2. Editing
3. Design and production
4. Evolving technology, forms and markets
5. Books, magazines, newspapers, music and electronic publishing
6. Policy, control and ownership
7. Law and international trade
8. History of literacy and publishing

It is proposed that the program begin with the hiring of a professional fellow and that a number of qualified and prestigious people be appointed as adjunct professors. See Proposed Calendar Entry for a suggested list of appointments and Appendix 3 for short biographies on each.

SFU's transfer credit policy will be employed to take advantage of appropriate courses offered by other institutions.

Meetings of the industry advisors to the program will take place at least once per year. One of the functions of the group will be to review course offerings and internship projects.

### 3. Library Resources

The university has sought to support the area of publishing with library holdings and the acquisition of publishers' and writers' archives. Since 1990 the Canadian Centre for Studies in Publishing has been active in soliciting private and public sector support for the expansion of this part of the library's collection. The prospectus details several substantial gifts that have been made to the library. In addition, the Centre's own collection will be made available to the library.

A recent reassessment of the needed resources of the library for this program is submitted separately.

## PART 4 Master of Publishing Proposal

### 4. Capital Costs (Required Immediately):

Partially in anticipation of the implementation of this program the Koshevoy lab has been set up at Harbour Centre almost with sufficient equipment for the program to begin. One year of the annual Capital and Equipment Budget (\$7,500) would be sufficient to allow the program to begin.

### 5. External Funds: Anticipated and Received

Support for building the program was sought through the Bridge to the Future Capital Campaign. Funding received to date:

Reader's Digest	\$117,000
Apple Canada (equipment)	100,000
Harlequin	25,000
MacLean Hunter	15,000
Hollinger, Inc.	15,000
Samuel and Saidye Bronfman	4,000
Anonymous	15,000
Other	5,000

It is reasonable to expect further donations once the program is implemented. Some publishers have already indicated that they would be favourably inclined to donate to an implemented program.

### 6. Overall Budget:

See Prospectus

### 7. Associate Faculty (See Attached CV's)

Alison Beale  
Richard Coe  
Carole Gerson  
Janet Giltrow  
Mary Ann Gillies  
Paul Heyer  
Rowland Lorimer  
Roy Miki

## V EVALUATION

This proposal has been developed with extensive assistance from an industry curriculum consultant, James J. Douglas, broad consultation within and outside Canada and in conjunction with an Advisory Board made up of senior industry members and academics. The present constitution of that Board is as follows:

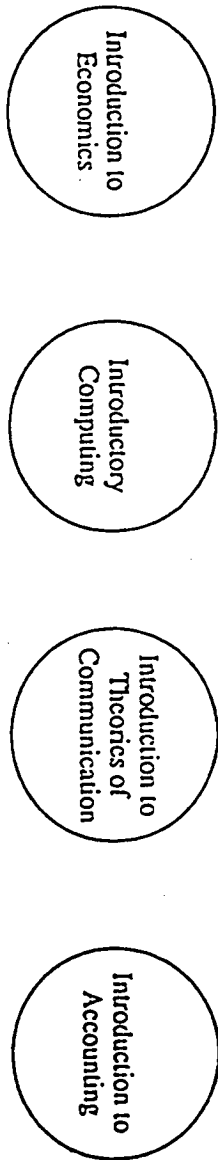
Douglas Gibson, Publisher, McClelland and Stewart  
Ralph Hancox, President, CEO and Chairman, Reader's Digest Foundation  
Cynthia Good, Editor and Vice-President, Penguin Books  
L. R. Wright, Writer  
Yvonne Sharp, Bookstore owner and President Cdn. Booksellers' Ass'n.  
Paul Whitney, Chief Librarian, Burnaby Public Library  
Peter Milroy, Director, UBC Press  
Glenn Rogers, The Black Group  
Rowland Lorimer, SFU  
Ann Cowan-Buitenhuis, SFU

## PART 4 Master of Publishing Proposal

### VI EXTERNAL REVIEW

This program has been developed with wide national and international consultation. Internationally programs in the US, the UK, France, Australia, Germany, and the Netherlands have been studied. In addition, at the time it was initially brought to the Senate Graduate Studies Committee it was reviewed by individual assessors.

APPENDIX I  
 OXFORD POLYTECHNIC PUBLISHING PROGRAM



STAGE ONE

Introduction to Production Processes

The Publishing Business

The Published Product

STAGE TWO

Readers and Print

Author and Authorship

The Publishing Process

The Emergence of Contemporary Publishing

Typographic Design

Illustration and Publishing

Publishing as Marketing

Publishing as Media

Publishing and the Computer

On-demand Publishing

The Future of the Book

Analytical Bibliography

Publishing Assignment

Independent Study

Dissertation



**APPENDIX 2**

**DRAFT LETTER OF AGREEMENT RE INTERNSHIP**

<Name of Person>  
<Company or Institution>  
<Address>  
<City, Province>  
<Postal Code>

Dear Sir/Madam:

This letter is meant to serve as a formal agreement between Simon Fraser University and <Name of Company>. It outlines our understanding of the responsibilities you have indicated you and your company are willing to undertake in return for the services you may gain from having a student work under your supervision. Simon Fraser University is unable to provide any compensation for these undertakings.

It is our understanding that you have agreed to accept <name of student> as an intern for a period of four months starting <date as agreed> and that the necessary authorizations for this arrangement have been obtained within your company. We understand further that the above named student will be responsible to <name of industrial supervisor> who will serve as his/her industrial supervisor.

The responsibilities of the industrial supervisor are as follows:

1. to provide appropriate guidance to the student to enable him or her to carry out the work as outlined on the attached project description,
2. to provide a critical assessment of the final report which, together with the assessments of the other supervisory committee members will determine the acceptability of the project.

It is agreed that the above named student will

- undertake work as outlined on the attached project description,
- between the dates specified on that outline, and
- that the student will prepare a report satisfactory to his project supervisory committee.

The student's supervisory committee is composed of the following members:

1. Senior Supervisor <name>
2. Committee Member <name>
3. Industrial Supervisor <name>.

Further to our discussions we would like to underline two key elements of the internship. The first deals with work; the second, with education. At or before the completion of the internship all students are required to provide you and us with a critical report and appraisal of their work experience. Separate from this report, students are required to produce a second report which is to be an investigation and analysis of a particular problem or case. The second report should demonstrate mastery of existing knowledge, abilities to handle documentation, and ability to synthesize empirically gathered data.

**PART 4 Master of Publishing Proposal**

Should it be impossible for the work as outlined to be undertaken in the time period identified, the student or industrial supervisor will inform the student's senior supervisor or the Director of the Program and alternative arrangements will be made.

Thank you for your willingness to participate in this program. Internships in applied settings are an invaluable contribution to our program.

Yours sincerely,

**Director, Master of Publishing Program**

The signature of the Director indicates agreement of Simon Fraser to the terms of this letter. Your signature below similarly indicates agreement with the terms of this letter. If you agree with the terms as outlined, please sign both copies of this letter and return one for our records.

\_\_\_\_\_  
**Signature of Industrial Supervisor**

\_\_\_\_\_  
**Signature of other corporate or institutional officer (if necessary)**

**APPENDIX 3**  
**Short Biographies of Proposed Adjunct Faculty**

Roger Barnes (M.A.) was a founding partner and later President of Marktrend, a market research company. He is also owner of Mallard Books of Richmond. He has taught the undergraduate course, Books, Markets and Readers at Simon Fraser.

Dianne Bodnar (M.A.) is a writing consultant who has taught composition at the university level. She has worked closely with the Writing and Publishing program at Simon Fraser and has particular expertise in plain language writing.

James J. Douglas is a retired publisher (Douglas and McIntyre). He holds an honorary doctorate from Simon Fraser and is a highly respected industry member who has experience with every aspect of publishing. He was the industry consultant and holds major responsibility for the design of both the undergraduate and graduate courses. He has taught two undergraduate courses in the minor program.

Crispin Elsted, (M.A.) is publisher of Barbarian Press and is expert in the history of the book, private presses and typography and their relation to social history. He has taught at both Simon Fraser and UBC.

Jorge Frascara, (Ph.D.) is professor and former chair of the Department of Fine Art at the University of Alberta. He is known internationally for his work on design, visual literacy, and visual symbols.

Jane Fredeman (Ph.D.) is a senior editor working for the Centre for Distance Education at Simon Fraser. She was formerly a senior acquisitions editor, UBC Press.

Douglas Gibson (M.A.) is Publisher of McClelland and Stewart. He has extensive experience teaching in publishing through, among other organizations, the BANff Publishing Workshop.

Cynthia Good is Publisher of Penguin Canada. She is an ABD in English and has been active in founding the Canadian Centre for Studies in Publishing.

Ralph Hancox, Chairman, President and CEO, Reader's Digest Canada is a peer of Jim Douglas. He began his career as a journalist and worked his way to the top of Reader's Digest Canada. Ralph has taught non-credit courses across Canada including Simon Fraser and has been instrumental in the development of the Centre and its programs.

Peter Milroy (B.A.) is Director of UBC Press and has a career that spans many aspects of the publishing industry.

Stephen Osborne, (M.A.) of Vancouver Desktop Publishing is one of the most technically sophisticated members of the industry. He was Chair of the technology task force for the Ass'n of Canadian Publishers. The responsibilities of that committee were to assess new computer hardware and software and recommend to industry members workable configurations, their strengths and weaknesses.

Karl Siegler, Publisher, Talon Books (M.A.) has extensive industry experience, has worked as a consultant for the governments of Manitoba and Saskatchewan recommending on policy. He is one of the strongest members of the industry on policy

#### PART 4 Master of Publishing Proposal

matters as well as business analysis. He has some familiarity with publishing in Germany and Scandinavia. Karl taught The Business of Publishing in 1990-1.

Basil Stuart-Stubbs, (M.A.) retired Professor of Library Science, was director of the Library School at the University of British Columbia. He has conducted research into libraries and publishing. He has, for many years, taught one of the three courses in publishing given in Canada.

Chris Weafer (B.A., Ll. B.) is a lawyer specializing in communications issues with Owen Bird, Vancouver.

Jean Wilson (M.A.) is senior editor at UBC press. Formerly she was production manager. Her areas of expertise are editorial and production.

Paul Whitney, Chief Librarian, Burnaby Public Library holds an M.A. in Library Science and is a nationally respected librarian who possesses an encyclopedic knowledge of the reading habits of library users and, to some extent book buyers. In addition to teaching one course in the minor he has taught for the library school at the University of British Columbia. He has conducted research and written articles about readership.

MEMORANDUM

W.A.C. Bennett Library, Simon Fraser University  
Burnaby, British Columbia, Canada V5A 1S6

Date: 22 September, 1993 (Revised course numbers 5 May 94)

From: Ralph Stanton (Collections Librarian)

To: Rowland Lorimer, Canadian Centre for Studies in  
Publishing and Andrea Lebowitz, Associate Dean of Arts

Re: Masters of Publishing, Library Assessment

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The original assessment for this Masters Program was done in 1989. The following italicized paragraphs are from that assessment and are included here since they are significant to this one.

*"The proposed Master's Program in Publishing (M.Pub.) imposes three obligations on the Library:*

- 1) *To support six new graduate level courses.*
- 2) *To build and maintain a research collection in publishing adequate to support the needs of faculty and graduate students.*
- 3) *To provide, where appropriate, additional copies of books and journals for the Belzberg Library in order to meet the needs of both the main campus and Harbour Centre.*

Building a Research Collection

*It is relatively simple to prepare the Library for the eight new courses. However, building a research library is a much more difficult, time-consuming and expensive procedure. It implies a collection of far greater depth and complexity than one designed to simply support a group of courses and it is when the Library is examined in this context that its weaknesses become apparent.*

*The subject catalog reveals a collection which covers a wide variety of topics (several hundred subject headings) in a consistently superficial manner. Where coverage exists to a greater depth than one or two citations the existing collection is frequently in heavy use already for existing communications courses.*

*The new M.Pub. will begin with one considerable resource at its disposal. The recent purchase, courtesy of*

a SSHRC grant, of the archives of the Association of Canadian Publishers provides a rich resource for research in Canadian publishing. In addition, the Library's Special Collections houses the archives of Talonbooks as well as those of several Canadian literary journals.

Building a research library is a long slow process which will, if successful, proceed over a number of years and involve extensive consultation between faculty and librarians. It will result in the gradual development of a collection designed to meet, as precisely as possible, the unique needs of this program. This implies a funding pattern which will include an addition to the Library's base budget sufficient to ensure consistent support....

#### The Harbour Centre Factor

Before the Belzberg Library had been open a week we were forced to realize that our assumptions about the joint usage, sharing and portability of library materials had been naive and far too conservative and nothing that has happened during the following four months has caused us to revise that realization.

If the M.Pub. is based at Harbour Centre and if a significant part of the teaching and research activity takes place downtown the M.Pub. will incur the additional costs involved in duplicating material already held on the Burnaby campus.

#### Gifts and Grants

In recent years the Library has been active in acquiring through gifts or grants resources in this field including:

- The professional library on Canadian publishing owned by Basil Stuart-Stubbs, former University Librarian and Head of the Library School, UBC, 300 books and government reports valued at \$3,500.
- Books on publishing history owned by Professor Richard Hopkins of UBC Library School, 60 books valued at \$500.
- A collection of books and documents owned by Glennis Zilm author of a Ph. D. on the history of British Columbia publishing done at SFU, 75 items valued at \$750.
- A \$3,000 SSHRCC grant to purchase theses on the mass media and publishing.
- The Archives of the Association of Canadian Publishers valued at \$30,000, located in the University Archives.
- The annual Alcuin Society Design Awards prize winners, 120 books valued at \$2400. This award continues.
- An estimated 60 books on publishing history from other gifts, valued at \$1200.

The total value is \$41,350.00.

In addition the Library has a letter of understanding with the Canadian Authors Association to receive the annual submissions and prize books for the Canadian Authors Association Awards, 3500 books with an estimated value of \$70,000. This award is intended to continue. These books will come to us on account of the existence of the Centre for Canadian Publishing but only a small portion will be directly useful to this masters degree.

The Gifts Librarian believes that despite the finding of these significant resources both locally and nationally this vein is by no means exhausted. We anticipate the continued acquisition of gifts in this field but we think they will come in at a little slower pace in the future.

#### Book Prices

Book prices in this field are \$65 per title (BNA92-p.67).

#### New Courses

New courses for this programme are:

PUB 801-5 Text and Context  
PUB 800-5 History of Publishing  
PUB 802-5 Technology and the Evolving Form of Publishing  
PUB 600-5 Topics in Publishing Management  
PUB 601-5 Editorial Theory and Practice  
PUB 602-5 Design and Production Control

#### Enrolment

The estimated enrollment for each course is 15 and courses will be offered once per year.

#### Course Assessments

PUB 801-5 Text and Context

Of the 128 monographs in the reading list 40 were not in the catalogue and should be added to the collection at a cost of \$2,600, 5 items were on-loan or lost and would cost \$325. No serials were cited. Also in the reading list are 11 reference sources which exist in the Library but are heavily used by the Library staff. It would cost \$2,128 to purchase these resources in hard copy.

#### PUB 800-5 History of Publishing

Of the 91 monographs in the reading list 32 were not in the catalogue and should be added to the collection at a cost of \$2,080, 4 items were on-loan or lost and would cost \$260 to add.

Of the 10 serials citations listed 2 were not available from *Libraries and Culture* (was *Journal of Library History*) \$73.66 and the following journals: *Publishing Research Quarterly* (was *Book Research Quarterly*) \$140 and *Fine Print* (Ceased), were listed as useful.

#### PUB 802-5 Technology and the Evolving Form of Publishing

Of the 33 monographs on the reading list 14 were not in the catalogue and should be added to the collection at a cost of \$910. The 1 serial citation listed is not available in the Library. It is *Rundfunk Und Fernsehen*; we intend to provide this resource via Inter-Library Loan.

#### PUB 600-5 Topics in Publishing Management

Of the 29 monographs in the reading list 6 were not in the catalogue and should be added to the collection at a cost of \$390, 1 item was lost and would cost \$65. No serials were cited.

#### PUB 601-5 Editorial Theory and Practice

Of the 29 monographs in the reading list 8 were not in the catalogue and should be added to the collection at a cost of \$520. No serials were cited.

#### PUB 602-5 Design and Production Control

Of the 90 monographs in the reading list 64 were not in the catalogue and should be added to the collection at a cost of \$4160. No serials were cited.



### LC Subject Headings Comparison

We developed a list of Library of Congress Subject Headings associated with these courses and compared our holdings with UBC and U-VIC, as follows:

	U-VIC	UBC	SFU
Authors and Publishers	41	27	29
Book Design	23	36	23
Book Industries and Trade	28	34	23
Books	54	68	17
Books and Reading	224	145	92
Booksellers and Bookselling	9	10	3
Communication	152	623	332
Communication, International	25	42	30
Copyright	17	83	11
Editing	28	49	35
Magazine Design	5	6	6
Mass Media Influence	0	12	9
Printing	30	62	11
Printing History	62	54	27
Publishers and Publishing	46	NU	36
Reading	345	486	275
Technology and Civilization	78	179	163
Type and Type Founding	61	21	29

### LC Call Number Comparison

Using the Amigos collection development disk we compared our holdings to our peer group for 10 years of book production (1980 to 1990) in selected LC class numbers filtering out 20% of the least common titles. Lists of the gap books are attached to this report for consideration in future purchasing.

	Peer Group	SFU	GAP	
P90	Communication	66	57	09
P92	Mass Media Influence	70	46	24
P96	Communications, international	90	60	30
Z116	Book Design	9	4	5
Z232	Printing History	25	7	18
Z253	Magazine and newspaper design	29	5	24
Z269	Bookbinding	4	1	3
Z278	Publishers and publishing	14	6	8
Z658	Books	18	8	10
Z1003	Books and Reading	32	15	17
	---	---	---	
	357	209	148	

Cost Summary for M.A. in Publishing all Courses

Communications Department Reading Room

The Communications department operates a reading room which has excellent resources. Should relevant serials, monographs or government reports be given to the Library the assessed value would be deducted from the monograph one time costs total.

Reference Resources

The original proposal called for the acquisition of 11 reference sources which exist in the Library but are heavily used by the Library staff. It would cost \$2,128 to purchase these resources in hard copy. Since 1989 some of the key resources have become CD-ROM based products. The Library has already purchased one of these products on CD-ROM and will likely purchase more in the future.

It is possible to buy or extend the site licences for CD-ROM's to allow them to be used by students and faculty at Harbour Centre. A cost figure is not available at time of writing but it is unlikely to be less than the print cost.

Monograph one time costs:

164 Monos not in collection	\$10660	
10 Added copy monographs	\$ 650*	
	-----	
	\$11310	one time cost **

\* The checking for copies on loan was done in August 1993.

\*\* The Library would be a happy to spread this cost over three years.

Serials additions,

Fine Print	Ceased
Gutenberg Jahrbuch	\$ 93
Libraries and Culture	\$ 74
Logos (Santa Clara)	\$126
Matrix	\$220
Masthead	\$ 51
Publishing Research Quarterly	\$140
	-----
Total	\$704 per year

Changes to Library profile:

Add to Books plan:

057040 - Book Design	\$ 998	(20)
231020 - Individual publishers	\$ 475	(10)
231045 - Individual periodicals	\$ 372	(6)
231070 - Electronic publishing	\$ 182	(4)
231090 - Other specific publishing	\$ 119	(4)
233010 - Incunabula	\$ 441	(2)
666628 - Printing Technology	\$ 444	(7)
666642 - Paper Technology	\$ 611	(5)
666656 - Book binding	\$ 542	(10)
248460 - Authorship techniques	\$1524	(37)
2340 - Book Decoration	\$ 101	(1)

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Total is \$5809 or (107) books per year.

Reference Resources \$2128

Summary Recurring Costs:

Serials	\$ 704
Profile Changes	\$5809
Reference Resources	\$2128
	-----
	\$8641

**THE TOTAL ONE TIME COSTS ARE \$11,310. THE TOTAL RECURRING COSTS ARE \$8,641 PER YEAR TRANSFER FROM BASE BUDGET.**

The Harbour Centre Factor Revisited

The assessed costs given above are based on the assumption all courses are to be taught at SFU Burnaby Campus. If a firm decision is made to teach the courses at Harbour Centre then some portion of the resources now in Burnaby must be duplicated. We estimate it would cost a minimum of \$10,000 per year to cover limited retrospective additions, a few duplicate periodicals and current monographs on bibliographic science, book industry and trade, and mass media studies.

Current publishing in these fields amount to over \$23,000 per year for the American monograph production only. Government and industry reports as well as Canadian, British and continental sources need to be purchased; we estimate that this material costs \$7,000 per year. Added reference sources, new periodicals and items acquired as a result of profile changes would not be duplicated, they would simply be diverted to Belzberg Library.

The estimate of \$10,000 is arrived at by taking \$30,000, (23K + 7K) subtracting \$8641 which leaves \$21,359 dividing this in half (i.e we intend to duplicate less than one half of the material currently acquired at Burnaby in these fields at Belzberg Library) for a total of \$10679. We say this is a minimum estimate since there will inevitably be some resouces not covered inthese sections of the profile which should also be duplicated at Belzberg Library.

**ADDED COSTS FOR HARBOUR CENTRE \$10,000 PER YEAR.**

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