# Introduction to Publishing and Multimedia Publishing (8 ECTS)

## Prof. Ilario Bertoletti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to the theoretical and practical foundations of traditional and multimedia publishing.

1. Through exercises based on the creation of traditional and multimedia texts
2. Through the creation of texts and hypertexts

By the end of the course, students will have the skills, in terms of

A. Knowledge and understanding,

- to perform editing as meta-writing of the author's text

- to correct drafts

B. Ability to apply knowledge and understanding:

- to understand how you build a traditional book and, in comparison, an e-book

- to acquire the basic skills of traditional and post-media editorial writing (from editorial opinions to back covers, journalistic and scientific reviews, and the problems of editorial translation)

***COURSE CONTENT***

1) Module: What is a book? An overview of publishing practice: 10 hours

2) Module: Multimedia publishing. Transformations of the book format: e-books, e-pub books and online books: 10 hours

3) Module: Hypertext and the challenges of present-day publishing: 10 hours

***READING LIST***

1. I. Bertoletti, *Metafisica del redattore. Elementi di editoria*, Ets, Pisa 2013 (2nd edition).
2. I. Bertoletti, *Dialettica dell’ipertesto. Elementi di editoria multimediale*, forthcoming 2021

3. P. Italia, *Editing Novecento, Per una filologia dei testi digitali*, Salerno ed., Rome 2013.

4. P. Italia, *Editing Duemila. Per una filologia dei testi digitali*, Salerno ed., Rome 2020.

5. M. Cursi, *Le forme del libro. Dalla tavoletta cerata all’ebook,* Il Mulino, Bologna 2016

 (this textbook is compulsory for students who will not attend classes)

*6.* Further teaching material will be made available during the course.

***TEACHING METHOD***

Lectures and practical classes on reviewing manuscripts, editing a traditional book and converting it into an e-book, proofreading, blurb writing and revision for print and multimedia publication.

***ASSESSMENT METHOD AND CRITERIA***

For attending students: oral test based on the first four course texts and the practical classes.

The final exam aims to assess knowledge of the topics explained during the course.

For non-attending students: oral test on the five course texts, with a focus on the historical, technical and conceptual transitions from traditional publishing to multimedia publishing.

***NOTES AND PREREQUISITES***

As this is an introductory course, there are no prerequisites. All students need is curiosity about the world of books and a desire to learn technical publishing skills and how to write for publishing.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.