# Workshop on Publishing for Schools

## Prof. Elisabetta Cavallone

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

***Course aims:***

1. Students will understand the characteristics of publishing for schools, the different types of products – paper and digital – and the stages of the production cycle.

2. Students will learn about and know how to apply the techniques of writing, revising and redrafting texts in an appropriate way according to the format of publication – paper and digital – and the published product.

3. Students will learn about and know how to apply iconographic techniques, both on paper and digitally.

4. Students will understand the characteristics of the school publishing market: the various school types and grades, ministerial regulations, adoption and sales dynamics.

*Learning outcomes:*

By the end of the course, students will have acquired basic knowledge of the characteristics of school publishing, its products, production processes and the professional figures involved in the publishing phase.

They will also be able to carry out some editing tasks, in particular the overall revision of a text according to the publishing and graphics brief and the target audience; they will know the criteria for setting the text layout and selecting the iconography; they will be able to create learning resources and study aids such as summaries and concept maps.

***COURSE CONTENT***

Part 1: *Educational publishing products*

– The school textbook: what it is and what it is used for.

– The changing textbook: the legislation and the new keywords.

– The structure and characteristics of the school textbook.

\* Comparing various texts.

Part 2: *The production process*

– The stages of the production process: who and what.

– Planning: from the market and catalogue assessment to the sample unit.

Part 3: *Editing*

– Writing, revising, redrafting, editing: differences, techniques and application of the different types and stages of the editor’s work.

– The graphic/visual components of the educational text.

Part 4: *Manufacturing digital products*

– The new technologies for education: types and features of offline and online products.

– Techniques for writing digital content.

Part 5: *The school publishing market*

– The market and its protagonists: publishing houses, teachers, promoters.

***READING LIST***

M. Conti, *Il libro scolastico in Italia. Dalla ricostruzione all'era digitale*, Editrice Bibliografica, Milan 2019.

***TEACHING METHOD***

Classroom lectures.

Practical activities in class.

Individual practical tasks

***ASSESSMENT METHOD AND CRITERIA***

Practical tests assigned and set during the course, to be submitted before the examination. Registration for the exam is subject to approval of the tests.

Assignments will be assessed on:

* Adherence to the brief
* Completeness
* Consistency with what has been learned and applied in the classroom
* Quality of writing
* Creativity

***NOTES AND PREREQUISITES***

*Prerequisites*

Students will benefit from having already taken at least one course on either traditional or digital publishing.

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