

SYLLABUS

1. Course title:

Basics of publishing production

Course: Publishing and publishing jobs

2. Code:

BPP

3. Cycle of study:

1

4. ECTS credits:

5

5. Type of course: Mandatory Elective**6. Prerequisites:**

Completed Pre-test Obligations, semester review of BPP.

7. Class restrictions:

Students of Production

8. Duration / semester:

1

7

9. Weekly contact hours:

9.1. Lectures:

2

9.2. Seminars:

2

9.3. Laboratory/Practice classes:

10. Faculty:

Academy of Dramatic Arts

11. Department/study program:

Production

12. Lecturer:**13. Lecturer's e-mail:**

14. Web site:

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15. Course aims:

1. The aim is to enable the student to work independently in the field of publishing production
2. Show the advantages of interdisciplinary orientation in making creative solutions to overcome problems within the organization of the design process.
3. Development of analytical and critical thinking in the field;
4. Developing creativity, inventiveness, individuality within the study group;
5. Development of team work affiliation within the study group;
6. Development of interest and readiness for lifelong learning and independent research work in the area of organizational structure of publishing.
7. Orientation to analytical reflection and action in the field of editorial, marketing, sales and distribution.
8. orientation in making creative solutions to overcome problems within the organization of publishing work;
9. Development of teamwork and critical attitude about their own work;
10. Developing sensitivity to raise the quality of higher education in accordance with applicable international standards;
11. Developing sensibility for adequate connectivity, science, practice, experiment;

16. Learning outcomes:

Understand the benefits of group research and creative work, enhance the ability to collaborate, communicate, and interact within the team. Combination of individual approach and exchange of roles during team collaboration and presentation. Develop independent critical thinking and desire for progress.

17. Course content:

The basics of publishing and publishing

Context of contemporary publishing

1. The social, political, economic and legal context of modern publishing.
2. National and international level.
3. Goals and basic publishing products. Management in publishing
4. Management in publishing as a market activity
5. Market research
6. Publishing plan
7. Financial plan
8. Planning and forms of cooperation
9. Design in publishing
10. Marketing Plan. Editorial
11. Editorial jobs.
12. Chain of publishing production: from author to customer
- 13 Finding manuscripts and audio-video materials
14. Processing and preparation for issuance
15. Communication, negotiation and organizational skills. Organization of publishing production / production (Module II)

Organizational structures in publishing design jobs

16. Technical description of the book

Practical Formatting Requirements

18. Production requirements for shaping

19. Aesthetic Formulation Requirements

20. Bookshop Techniques

Organizational Structure in Publishing Marketing Jobs

21. Marketing mix

22. Gerila marketing

23. Horizon announces new releases

Organizational structures in publishing sales jobs

24. Procedures within the Publishing Company.

25. Distribution of books

26. Ways of Selling

27. The Way of the Publishing Company Organisation of Production / Production II.

28. Technological changes in publishing

29. Impact of technological change on publishing industry's processes and products.

Systematization and review of work

18. Learning methods:

Teaching methods:

1. Lectures and consultations.
2. Practical lessons.
3. Independent work of students.
4. Continuous assessment of knowledge and skills.

Mentoring principle of performance:

Interactive teaching and art-teaching process on the relationship between student-assistant-professor.

Due to the specificity of the method of adopting the umbrella skills of designing students in the process of research, the professor's constant presence is necessary.

19. Assessment methods:

- Semester review of work
- Evaluation of pre-contractual obligations
- Written semester final exam-examination
In optimal, professional conditions.
- Semestral correction exam

20. Assessment components:

Scoring Criteria by Issues-Program Issues (up to 100%):

1. Presence of lectures and exercises 8%
2. Activity - Attentiveness in lectures and exercises 8%
3. Practical work 12%
4. Seminar, research work, innovativeness 17%
5. Critical analysis of content and form 12%

Assessment Structure:

<90%> 100% = A - 10 excellent

<80%> 90% = B - 9 outstanding

<70%> 80% = C - 8 vrlo dobar

<60%> 70% = D - 7 good

<50%> 60% = E - 6 sufficient

> 50% = F - 5 does not meet

21. Required reading list:

Professional literature:

1. Jean Baudrillard, J. Iznad istinitoga i neistinitoga, Beograd
2. Arnhajm, R. Moć centra, Studija kompozicije u vizelnim umjetnostima, Beograd
3. Bogdanović, K. Uvod u vizualnu kulturu, Beograd
4. Spahić, B. Dizajn-ekonomski, društveni, politički aspekti oblikovanja, Sarajevo
5. Misailović, M. Kreativna dramaturgija, N. Sad
6. Vulf D. fn (2011) Ekonomika izdavačke djelatnosti, Beograd: Clio
7. Dženkins, N. Oblikovanje vizuelnog identiteta, Beograd
8. Panjeta, Lejla (2005): Dijelektika nestajanja. Sarajevo: Naklada Zoro
9. Panjeta, Lejla (2006): Potreba za smislom: Mit, Manipulacija i Film. Sarajevo: Svjetlost
10. Panjeta, Lejla; Mazziotti, Nora; Spahić, Besim; Sanchez, Lorena (2005): Telenovela – fabrika ljubavi: Uvod u žanr i produkciju. Sarajevo, Naklada Zoro

22. Web sources:

23. Applicable starting from the academic year:

2013/14

24. Adopted in the Faculty/Academy session:

19.06.2013.
