

**Course Number & Name:** LIS 457 - Digital Publishing

**Description:** Whether delivered on the Internet or in print, publishing is now produced in digital formats. One of the most significant effects of the digitization of publishing is that the concept of who is a publisher has significantly expanded. Many institutions, particularly libraries, archives, and museums, find themselves assuming the role of publisher. Moreover, in addition these institutions also deliver and manage the digital content they acquire from publishers. This course demonstrates how this content is constructed and from both traditional and nontraditional publisher perspectives, such as institutional repositories. The overall goal is to present the “big picture” view of the digital publishing process from conceptualization to final product. This course will introduce students to the core and evolving technologies of digital publishing and the software applications used to create them.

- **Prerequisites:** LIS 488
- **Audience (level, environment/setting):** Introductory; all environments
- **Student Learning Outcomes [by number]:** 1, 4, 6, 10
- **Topics/List of Lectures:**
  - Publishing in Today’s Era
    - Redefining publishing and publishers
    - Various publishers, various solutions
  - Technical Infrastructure: Markup: XML, Postscript, Page Description Language (PDF), and Related Technologies
    - How XML fits into everything (in this course the focus will be on generating XML from within software packages)
  - Selecting, Editing, and Organizing Content
    - Thinking like a Publisher or an Editor
  - Data Capture and Conversion
  - Composition, Design, and Graphics
  - Accessibility
  - Digital Printing
    - PDF
    - Publishing on Demand
  - Content Management Systems & Web Publishing
  - Multimedia
  - Legal Frameworks
    - Copyright, Trademarks, Digital Rights Management
  - Archiving and Preservation
  - International Issues

- **Suggested Textbooks/Readings**
  - Kasdorf, William (Editor.) *The Columbia Guide to Digital Publishing*. Columbia University Press, 2003.
  - Williams, Robin. *The Non-Designers Design Book*. PeachPit Press. 2004
  - *ElementK* for Adobe applications.
  
- **Course History:**

October 2004: discussed at curriculum retreat -- gets new title ("Digital Publishing"; old title was "World Wide Web and Electronic Publishing") and brings in content of the former LIS 520Y ("Introduction to Information Design") as well as the content formerly offered in 457; voted in 10/04
  
- **Document prepared by:** Gary Geisler, 10/04