

# **Publishing Principles and Practice ACP 2079, Semester 2, 2014**

## **Lecture 1 – Introduction: Publishing Industry Overview**

with Dr Euan Mitchell

Wednesday 23 July, 2014

24 Slides

## **Basic Outline of Publishing Unit**

- 12 x 60-min lectures, Wednesdays 9 am in G368
- 12 x 90-min seminars in C511
- Seminar 1: Wednesdays (start 10 am)
- Seminars 2, 3: Fridays (start 9 am, 10.30 am)
- Unit Outline is online **at**:  
[www.staff.vu.edu.au/syson](http://www.staff.vu.edu.au/syson)
- My email address is: [ewan.mitchell@vu.edu.au](mailto:ewan.mitchell@vu.edu.au)

## Note: Seminar Allocation

- All student places in Seminar 1 on **Wednesdays** from 10–11.30 am have been allocated, i.e. **Seminar 1 is full.**
- If you cannot attend either seminar on Fridays and do not have a place in the Wednesday seminar, then you will need to enrol in a different subject ASAP.

## Students allocated to Wed Seminar

ALLISON	BARRY	DANIEL	MIGHELL
AMANDA	CLAYSON	ABDUL	MOEED
RACHEL	GALE	MARISHA	NAIR
ALEXANDRA	GOUNTROMBIS	GWENDOLYNE	O'DEA
HAMISH	HUDSON	MELISSA	ROSCOE
BEN	ISER	BRITTANY	SIMPSON
JANELLE	KELSO	OCTAVIA	SPARTELS
TERRY	MAGELAKIS	STEPHANIE	TAVERNA
MARIJA	MARKOVSKA		

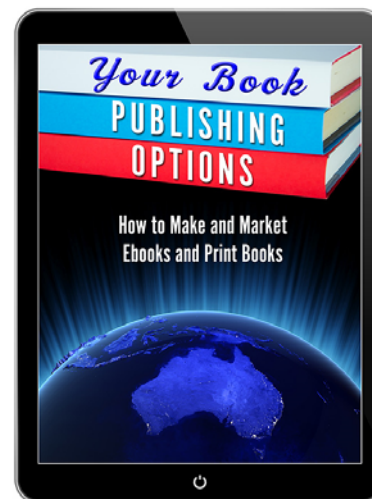
There is a maximum of 17 students in each seminar because C511 has 17 workstations, each with a large Mac computer loaded with publishing software, and individual work is required at each.

## Assessment – Key Items

- Magazine Layout Project in Word (Mac), worth 15%, due **week 4**.
- 3 x Tests (10% each) on key terms and core concepts from lectures, held in seminars in **weeks 5, 8, 11**.
- 1 x Design Critique on Offset 2012 (15%) due in **week 7**.
- Major Project (done in pairs), use InDesign and PhotoShop to create a quality publication (40%), due **week 12**.

## Required Textbook

- ***Your Book Publishing Options***
- Ebook costs US\$9.99 from Amazon (about A\$11.15)
- RRP of print book is A\$39.95 [see euanmitchell.com](http://euanmitchell.com)
- Can buy online but **NO stock in VU bookstore**
- Print copies available in first 3 seminars at \$30.



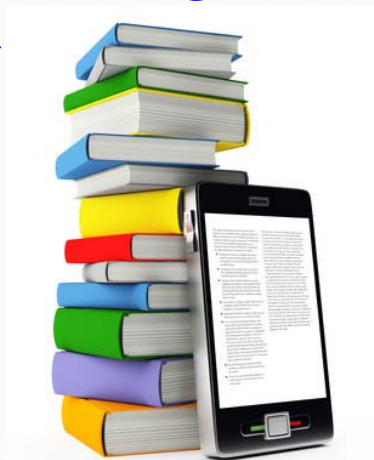
**EVAN MITCHELL**

## Key Outcomes of this Unit

1. Knowledge of publishing processes and terminology
2. Skills in using industry-standard software (InDesign, PhotoShop)
3. Creative and critical thinking
4. Project management skills
5. Essay writing development
6. Collaborative experience

## Major Types of Publishing

- **Book Publishing** (Print and Digital) – the model for most courses in publishing.
- Newspaper Publishing
- Magazine Publishing
- Online Publishing
- Academic Publishing
- Corporate Publishing
- Government Publishing





## Book Publishing is NOT Printing

- **Printing** is only one (now optional) stage in the overall **Publishing** process, presented here in four stages (page 3 of textbook):

1. **Preparation**
2. **Pre-Press**
3. **Convert to Ebook/Printing**
4. **Distribution & Marketing**

### STAGE 1: Preparation

- Planning and research
- Writing
- Determining publishing vehicle
- Editing

### STAGE 2: Pre-Press

- Cover design and layout
- Bibliographic data
- Copyright permissions
- Text design and layout
- Formatting of ebook

### STAGE 3: Ebook Conversion and/or Printing

- Conversion to ebook file types
- Print on demand (POD)
- Digital and/or offset print runs

### STAGE 4: Distribution and Marketing

- Distribution: online and traditional stores
- Promotion: social, niche and mass media
- Sales: online, traditional stores, special events including signings and workshops

## Budgets and Timelines

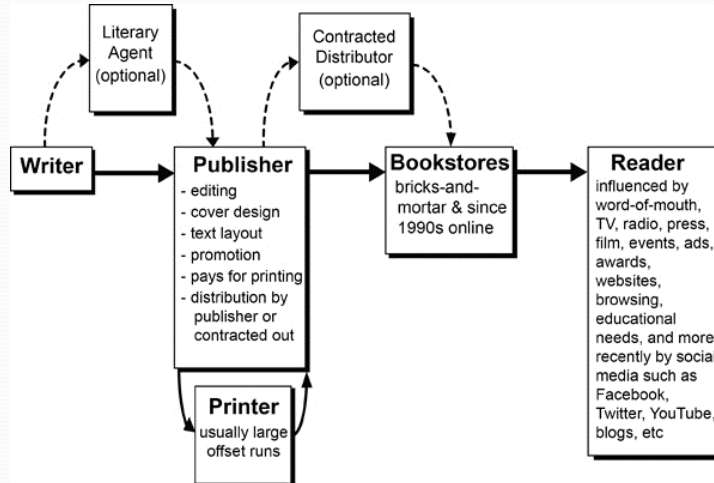
A generation ago, the following aspects of today's publishing practices were still dreams:

- Economically print a single (paper) book on demand
- Create an ebook on a home computer
- Market books globally via a personal website and social networks.

With so many new options, the long-standing constraints of a publishing budget and timeline take on fresh and critical complexity.

The first key step to understanding the time and money involved in book publishing is the concept of **supply chains**.

## Traditionally Published Print-Book Supply Chain (see page 4 of textbook for further details)

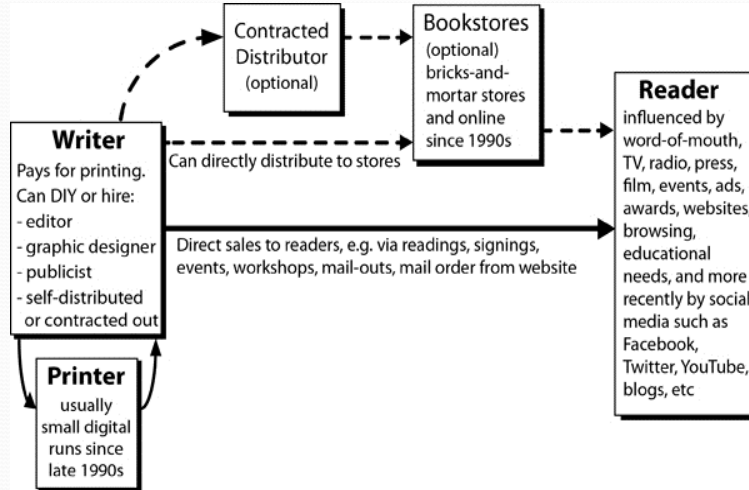


## 2011 – Supply Chain Upheaval

- In 2011 Most Angus & Robertson Bookstores closed (formerly Australia's biggest book chain).
- Borders Books went broke worldwide.
- Kindle e-readers spilled into Australian shops.
- Sales of tablet computers and smartphones soared.
- Amazon bought the UK Book Depository.
- Australia's largest independent book distributor, Scribo, went out of business.
- Digital self-publishing surged, and challenged its print supply chain that had emerged in the 1990s ...

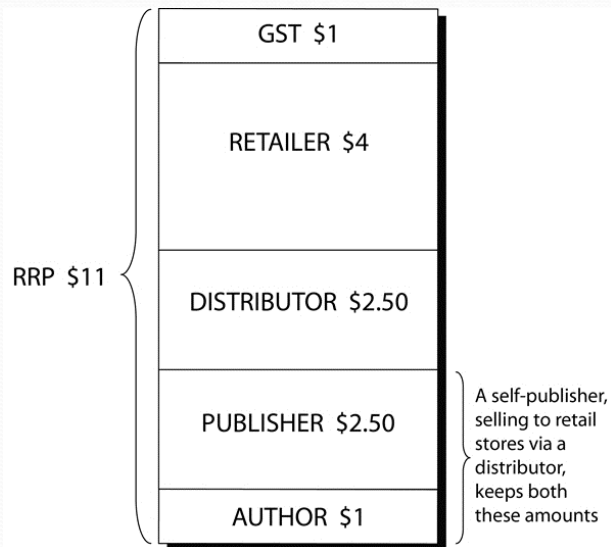
# Self-Published Print-Book

## Supply Chain (page 5 of textbook for further details)



# Revenue from Print Sales: published and self-published

(page 6 of textbook for further details)



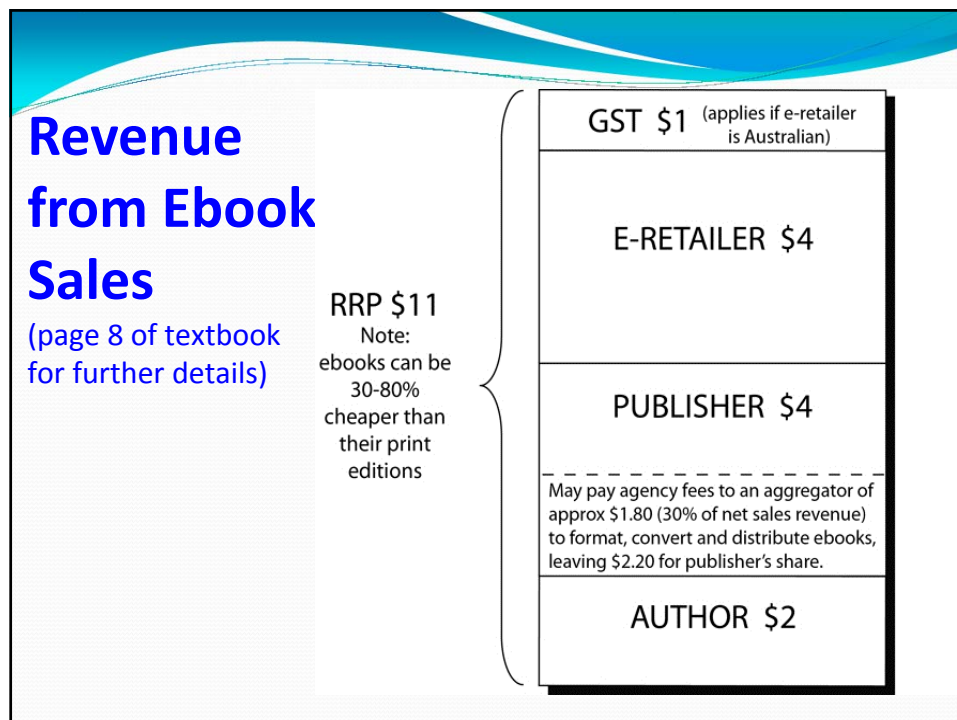
## Rise of the 'Indie' (Self-) Publisher

- As reported in *The Age* on 13 July 2013, that week there were three 'indie' (self-)published novels in (Amazon) Kindle's top 10 bestsellers (**all ebooks**):
  - #5 *Hopeless* by Colleen Hoover
  - #7 *Wait for Me* by Elisabeth Naughton
  - #10 *Damaged* by H.M. Ward
- N.B. Kindle boasts **two-thirds** of the world's ebook market: <http://www.amazon.com/Kindle-eBooks>

## Definition of 'Indie' Writer/Publisher

- An 'indie' (independent) writer/publisher is a published writer who **chooses** to self-publish for two main reasons:
  1. Higher royalties.
  2. Easier than going through the process with an established publisher.
- This is not to be confused with established independent publishers like Hardie Grant Books, Vulgar Press, University of NSW Press or Akashic Books.
- Although plenty of self-publishing writers call themselves indie publishers/writers, many have no choice but to publish their own books.



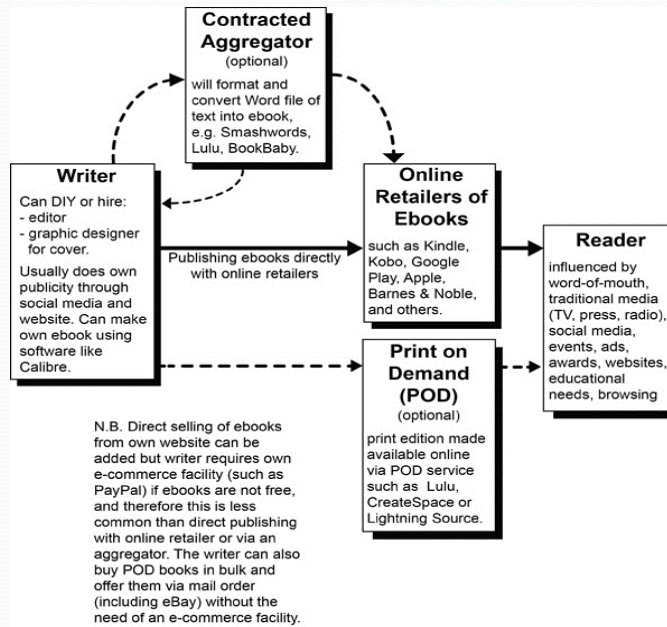


## Definition of Ebook 'Aggregator'

- An ebook **aggregator** is a business that charges publishers or indie/self-publishers a fee and/or percentage of sales revenue to **format, convert and distribute ebooks** to online retailers.
- US-based aggregators include: Smashwords, Lulu, BookTango and BookBaby: <http://www.bookbaby.com>
- Australian-based aggregators include: Australian eBook Publisher, Port Campbell Press and DoctorZed.

# The New Indie or Self-published Supply Chain

(see page 9 of textbook)



## Examples of Indie Ebook Royalties

E-retailer	Author's Share	E-retailer's Share
Kindle Direct Publishing (world's largest ebook retailer)	35–70%	30–65%
Smashwords (an aggregator and e-retailer that also distributes to Apple, Barnes & Noble and others)	40–85%	15–60%
Google Play (partner program)	52%	48%
Kobo	45-80%	20-55%

## Three Ebook File Types

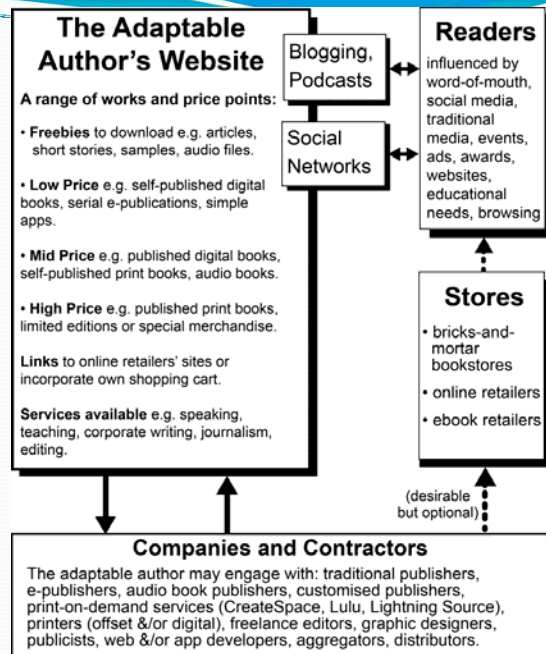
- **EPUB** is an open format for ebooks that is not owned by a particular company.
- **Kindle** (sometimes referred to as MOBI) is a format for ebooks owned by Amazon, Inc.
- **PDF** (Portable Document Format) was a popular early ebook format, easily and cheaply derived from the print edition, but its **fixed** page layout does not allow the text to **reflow** in order to fit the screens on the new generation of electronic reading devices. You can zoom in and out of a PDF, but you cannot change font size as will now be demonstrated.

## The Digital Revolution: More Writers go Directly to Readers

- Publishing around the world is undergoing the greatest revolution in literary communication since Gutenberg's Printing Press of the 1450s.
- One important consequence will be an increasing number of writers engaging more directly with their readers.
- Therefore the role of publishers will be redefined.
- The print book is a long way from dead, however, because the Australian Booksellers Association estimates that by 2015 the sale of ebooks in Australia will reach 25%.

## The 'Adaptable Author' Model

Authors are increasingly engaging directly with readers, therefore working with publishers becomes more of an option. (see page 16 of textbook)



## Homework – Week 1

- Read the **Introduction to *Your Book Publishing Options***, pages 1-17 to **reinforce** and **expand** on the key terms and core concepts in this lecture, which will be **tested in week 5**, along with material from the first **four** lectures.
- Note: the Introduction is the **only** part of the textbook that will be downloadable from this Unit's webpage at:

[www.staff.vu.edu.au/syson](http://www.staff.vu.edu.au/syson)

END