



UNIVERSITI TEKNOLOGI MARA

GDI676: INDEPENDENT PUBLISHING

Course Name (English)	INDEPENDENT PUBLISHING APPROVED					
Course Code	GDI676					
MQF Credit	3					
Course Description	Self-publishing or freelance job are becoming popular among the artist nowadays, especially when it can be hard to get their foot in the door with mainstream publishers. At the core, self-publishing culture offers freedom from the editorial restrictions exerted by mainstream publishing and print distribution processes, whilst also circumventing gallery systems to reach new audiences. Publication is to make public. Authorship is entirely attributed by the artist, with ideas freely or affordably exchanged. Artists will be able to make profit by themselves without going through the process of middle person. In this course, self-publishing is not only focused on industrial format printed media, but able to recognize the new, cheaper materials in printing technologies, explore the potential of interactive digital media like e-books or digital art commissions and find out the way to distribute the works. Students also will be exposed to the various profession in the art industry, able to estimate their own publication cost and commission rate of their artworks based on quality they provided.					
Transferable Skills	Problem solving Creative thinking Critical thinking Artistic and Aesthetic Skills Analytical and Communication Skills Technical Skills Organizational Skills					
Teaching Methodologies	Lectures, Studio, Demonstrations, Field Trip, Discussion, Presentation, Small Group Sessions , Journal/Article Critique, Supervision, Collaborative Learning					
CLO	CLO1 Explore the various profession of art industry, recognizes the new materials and technology ,look how to positioned themselves in the market CLO2 Identify the new type of social media and publish their own according to the rules of engagement CLO3 Calculate the cost needed in self-publishing, how to get the profit ,able to promote, selling, marketing and distributing their own works through digital or printed media					
Pre-Requisite Courses	No course recommendations					
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Michael N.Marcus 2011, <i>Independent Self-Publishing: The Complete Guide</i>, Silver Sands Books • Samara 2012, <i>Drawing for Graphic Design</i>, Rockport Publishers </td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> • Pariah S. Burke 2012, <i>ePublishing With Indesign CS6: Design And Produce Digital Publications For Tablets, ereaders, smartphones and more</i>, Sybex • Amy Graver, Ben Jura 2012, <i>Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles</i>, Rockport Publishers </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Michael N.Marcus 2011, <i>Independent Self-Publishing: The Complete Guide</i>, Silver Sands Books • Samara 2012, <i>Drawing for Graphic Design</i>, Rockport Publishers 	Reference Book Resources	<ul style="list-style-type: none"> • Pariah S. Burke 2012, <i>ePublishing With Indesign CS6: Design And Produce Digital Publications For Tablets, ereaders, smartphones and more</i>, Sybex • Amy Graver, Ben Jura 2012, <i>Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles</i>, Rockport Publishers 	
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Article/Paper List	This Course does not have any article/paper resources					

Other References

- Website Bookbaby *How to make and publish an eBook*, Book Printing & Self Publishing Service, USA
<http://www.bookbaby.com/how-to-make-an-e-book>