



UNIVERSITI TEKNOLOGI MARA

GDI626: ILLUSTRATION FOR INDEPENDENT PUBLISHING

Course Name (English)	ILLUSTRATION FOR INDEPENDENT PUBLISHING APPROVED
Course Code	GDI626
MQF Credit	4
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	Writing contents skills Problem solving Creative thinking Critical thinking Artistic and Aesthetic Skills Analytical and Communication Skills Technical Skills Organizational Skills
Teaching Methodologies	Lectures, Studio, Field Trip, Web Based Learning, Presentation, Supervision, Project-based Learning
CLO	CLO1 Explore the various profession of art industry, recognizes the new materials and technology, look how to positioned themselves in the market (C4) CLO2 Identify the new type of social media and publish their own according to the rules of engagement (C4) 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 (P6)
Pre-Requisite Courses	No course recommendations
Topics	
1. Why Publishing Independently 1.1) Recognize the market, market share and market growth in the art industry. 1.2) Research on typical earnings gained by the self-publisher, self-commissioned artist in Malaysia and overseas. 1.3) Field trip to one publishing company.	
2. Why self-publishing? 2.1) • Recognize the market, market share and market growth in the art industry. 2.2) • Research on typical earnings gained by the self-publisher, self-commissioned artist in Malaysia and overseas. 2.3) • Field trip to one publishing company.	
3. Major Platforms 3.1) • Take an in-depth look on various publishing platforms, printed or digital. 3.2) • Identify the strengths and weaknesses of each to decide which one is the best to use for students work. 3.3) • Research on the popular type of publishing and justify them according to students own works	

4. Printed book designing and formatting

- 4.1) • Designing your book for print – from standard size to printing shop
- 4.2) • Beware of Printers! – the hidden cost, unique style, software, quality and standard book sizes.
- 4.3) • What is Signatures and why a designer must know about this.
- 4.4) • Binding and finishing.

5. Marketing your books in the market

- 5.1) • Creating a marketing plan for your book
- 5.2) • Defining your target audience
- 5.3) • ISBN
- 5.4) • Bar codes or QR codes

6. E-Book Designing and formatting

- 6.1) • File types per platform.
- 6.2) • Basic ebook layout.
- 6.3) • Do it yourself formatting (including a step by step process students can follow to create a professional looking book each and every time)
- 6.4) • Embedding images.
- 6.5) • Embedding sound and video

7. Uploading and listing your book

- 7.1) • The importance of your book description
- 7.2) • Keywords and how they impact visibility
- 7.3) • Proper category selection
- 7.4) • The need for reviews- good or bad
- 7.5) • The many theories of pricing

8. Cover art

- 8.1) • The importance of cover art
- 8.2) • Commissioning custom art
- 8.3) • Selecting and preparing stock footage
- 8.4) • Lettering
- 8.5) • Required specifications per platform

9. Copyright and ethical publication

- 9.1) The important of copyright
- 9.2) Ethical of independent publication
- 9.3) Procedure and platform

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Project Brief 1	30%	CLO1
	Assignment	Brief project final	40%	CLO3
	Case Study	Project brief 2	30%	CLO2
Reading List	Recommended Text	Andy Warhol 2000, <i>Illustration Andy Warhol's 50</i> , multilingual Ed., 1-3, Taschen USA [ISBN: 978-410539701]		
Article/Paper List	Recommended Article/Paper Resources	Journal Pendidikan UKM 2020, view/ethics, http://ejournal.ukm.my/jpend/pages/view/ethics , Mei, 4 [ISSN: 2180-0782] http://eISSN: 2600-8823		
Other References	<ul style="list-style-type: none"> Children's Book or Illustrated Book Beaton, K. (2016). King baby (K. Beaton, Illus.). Arthur A. Levine Books. 2016, <i>Children's book with illustrator same as author</i>, © 2020 American Psychological Association, Washington https://apastyle.apa.org/style-grammar-guidelines/references/examples/childrens-book-references 			