



ENGL 339-01  
Book and Publication Design  
Spring 2021 – TR – 5:00-6:15pm

**Professor:** Ross K. Tangedal, Ph.D.

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**Office:** CCC 426

**Meeting Place:** via Zoom

**Course Catalog Description:**

Study the art and application of book and publication design. Use Adobe InDesign Publishing Suite to create layouts, covers, and other book materials. Edit, design, market, and sell at minimum one book acquired by Cornerstone Press.

“I am not a teacher, but an awakener.”

– Robert Frost

“Can poetry disarm all those harming hands?”

– Heather Dubrow

“This fierce country, with its mysteries and its lies, makes storytellers of us all.”

– Cassondra Windwalker

“There’s no way, I have tried: in my secret life I’m just me again.”

– Alfonso Brezmes

***This is ENGL 339: Book and Publication Design.*** The primary goal of this course is to introduce students to the history, theory, and practice of book and publication design. Students will work throughout the semester in using Adobe InDesign Publishing Suite, the industry-standard software used by publishers, editors, and marketers. The course will be separated into three main categories: 1) **Cornerstone Press:** all students will serve as staff members of the Cornerstone Press, as well as marketing and selling all press backlist titles; 2) **Design Principles and Practice:** students will create various working “mock-ups” throughout the semester, including cover art and textual layouts; 3) **Genre Case Study:** students will read and base project designs on a specific genre (Poetry) in honor of the Spring 2021 Cornerstone Press Portage Poetry Series title. Students will also be introduced to practical applications related to textual annotation, document design, and the literary market. The design principles, software experience, and management skills learned in this class will translate into a variety of career options.

**Assignments:**

Press Evaluation	20% (200)
Final Project	25% (250)
Midterm Project	25% (250)
Participation	20% (100: Journals; 100: Discussion Posts)
Final Reflection	10% (100)

**Required Course Texts:**

**\*available online via Amazon or at UWSP Store**

*New Hampshire*, Robert Frost (1923; rpt. 2019)

**\*available as a Course Bundle or at UWSP Store**

*The Almost-Children*, Cassandra Windwalker (2019)

*Lost and Found Departments*, Heather Dubrow (2020)

*Marginal Notes*, Alfonso Brezmes (2020)

**Required Course Technology:**

Adobe InDesign

Adobe Photoshop (recommended, not required)

\*Note: It is highly encouraged for all students to sign up for an Adobe account featuring InDesign. It costs roughly \$20 per month and can be renewed and cancelled at any time. While our campus offers remote desktop access to computers featuring this software, it is recommended to have personal access to the software to remove issues regarding saving files, importing and exporting files, and overall useability.

**Course Objectives:**

- 1) **MAKE BOOKS.** Edit, design, market, and publish poetry books for the Cornerstone Press.
- 2) **BE AN EXPERT.** Gain working knowledge of print and publishing design, and present on the many facets of book design to the class.
- 3) **WORK HARD.** Gain real-world experience in editing, marketing, correspondence, design, and professional composition.
- 4) **TEAM WORK MAKES DREAMWORK.** Practice effective collaboration and communication with teams, Cornerstone staff, and authors.
- 5) **GET BETTER.** Enhance writing skills in both professional and informal settings.
- 6) **BOOKS MATTER.** Clearly understand the purpose of books in the marketplace.

Students will work both individually and in teams to achieve these objectives. This course will provide students with an introduction to publishing design; practical experience in designing, editing, marketing, and publishing actual print materials; and the opportunity to professionalize as English majors/minors.

**Course Policies:**

1. **Discussion Etiquette:** On day one we will establish our discussion ground rules as a class. Some things to consider:
  - a. Our readings will bring up controversial subject matter. As college students I expect you to hold yourselves with professionalism, good humor, and respect. Degrading others' opinions, stances, or remarks for any reason at any time will not be tolerated.
  - b. I want you to disagree with each other. I want you to disagree with me. But disagreement does not mean denigrating, teasing, or hurting one another. Let's be adults.
  - c. I want your voice to be heard, and to some that means speaking with me outside of class rather than in class discussions. I am always available for a good chat. Communicate!
2. **Attendance:** ATTENDANCE IS MANDATORY. It is extremely difficult for me to do my job if you are not here. Not only will I be unable to give insight and experience to the class, but your classmates will not be able to help you develop ideas and techniques. **I allow three unexcused absences throughout the semester.** This is NOT negotiable. If you do not attend my course you will not pass. Period.

3. **Preparing for Class:** You are expected to prepare for class carefully and thoroughly. DO NOT come to class if you haven't read the text or prepared your work for that day. You will only hinder the discussion.
4. **A Note on Reading:** I realize that this course seems daunting, but I assure you that I will not give you more than you can handle. We are reading poetry in this course to better understand the industry that we belong to. If you want to work in books, you have to read books, study authors, care about words, and decipher meaning.
5. **Late Work:** All homework is to be turned in ON TIME. No late work will be accepted. Again, NO LATE WORK WILL BE ACCEPTED. You are juniors and seniors. I expect you to act like it. **NOTE:** You must turn in all assignments to pass the class. Failure to turn in any assignment as scheduled will result in an 'F' for the class.
6. **Tardiness:** I expect you to be on time to class. I begin and end class promptly. I will NEVER keep you over class time. Excessive tardiness will result in absences, and since we only have one day a week together, we need to stay on course. Be on time.
7. **Plagiarism:** Use of the intellectual property of others without attributing it to them is considered a serious academic offense. **Cheating or plagiarism will result in a failing grade for the work or for the entire course.** If you think you might be plagiarizing, you probably are. Don't be the person who cheats. If you are having problems come talk to me about what we can do to help you avoid the cardinal sin of writing.
8. **Electronic Devices/Video:** Electronic devices are distracting and their use while others are speaking is impolite; unless you are asked to use them for a class activity, turn off your cell phones, laptops, iPads, etc., and put them away. Laptops are not allowed unless we are workshopping, and you must have an Accommodations Request requiring use for a disability. Take notes with pencil and paper. I like pencils, and I like paper. To respect the privacy of those in the class, students may not make audio, video, or photographic recordings of lectures or other class activities without written permission from the instructor. Anyone violating this policy will be asked to turn off the device being used. Refusal to comply with the policy will result in the student being asked to leave the classroom, and possibly being reported to the Dean of Students.
9. **Accommodations:** If you require special accommodations for any reason please let me know. I will do my best to facilitate and arrange the proper accommodation.
10. **Emails:** Email is both a blessing and a curse. Please respect the fact that I am teaching several classes per semester, which means that I will do my very best to respond to your emails within 24 hours during the week (48 hours over the weekend). However, I will not recap entire class periods for you via email (stop by my office instead for some coffee and a chat), nor will I repeat information available on this syllabus or in a class handout (consult course materials before shooting off that email about essay page count). Also, I firmly believe in correspondence etiquette. Email may be informal, but I expect your messages to be polite and respectful. Include a professional salutation (Dear Dr. Tangedal, Hello Professor Tangedal) and conclusion (sincerely, best, thanks,). Be a pro. If your tone becomes an issue, we will have a talk.
11. **Office Hours:** I hold office hours for your benefit. **Come see me any time.**

## SCHEDULE

### **Week One**

Tuesday, January 26 – Class Introduction (D1)

Thursday, January 28 – *New Hampshire* (Frost), “New Hampshire”, pp. 1-16 (J1)

### **Week Two**

Tuesday, February 2 – *New Hampshire* (Frost), “Notes”, pp. 21-48. (J2)

Thursday, February 4 – Press Business Meeting

**Week Three**

Tuesday, February 9 – *New Hampshire* (Frost), “Notes”, pp. 49-75 (J3)

Thursday, February 11 – *New Hampshire* (Frost), “Grace Notes”, pp. 79-94 (J4)

**Week Four**

Tuesday, February 16 – *New Hampshire* (Frost), “Grace Notes”, pp. 95-113 (J5)

Thursday, February 18 – Press Business Meeting

**Week Five**

Tuesday, February 23 – InDesign (Front Cover Art); Front Cover Principles (D2)

Thursday, February 25 – InDesign (Layout and Book Specs; Master Pages, Front Matter) (D3)

**Week Six**

Tuesday, March 2 – InDesign (Perfecting Pre-Press Document in Microsoft Word, Uploading Text) (D4)

Thursday, March 4 – Press Business Meeting [Zoom in Robert Miltner]\*

**Week Seven**

Tuesday, March 9 – InDesign (Page Numbers, Sections, Applying Styles) (D5)

Thursday, March 11 – InDesign Roundtable/Troubleshooting

**Week Eight**

Tuesday, March 16 – InDesign Roundtable/Troubleshooting/Launch Prep

Thursday, March 18 – Midterm Frost Editions Due; Synthesis; *Ohio Apertures* Book Launch via Zoom (D6)

**Tuesday, March 23 – SPRING BREAK**

**Thursday, March 25 – SPRING BREAK**

**Week Nine**

Tuesday, March 30 – *Marginal Notes* (Brezmes), read full book (J6)

Thursday, April 1 – Press Business Meeting

**Week Ten**

Tuesday, April 6 – *Lost and Found Departments* (Dubrow), pp. 1-43 (J7)

Thursday, April 8 – *Lost and Found Departments* (Dubrow), pp. 44-83 (J8)

**Week Eleven**

Tuesday, April 13 – *The Almost-Children* (Windwalker), pp. 1-50 (J9)

Thursday, April 15 – Press Business Meeting

**Week Twelve**

Tuesday, April 20 – *The Almost-Children* (Windwalker), pp. 51-97 (J10)

Thursday, April 22– Rozga Poems Roundtable (read Rozga first half) (D7)

**Week Thirteen**

Tuesday, April 27 – Rozga Poems Roundtable (read Rozga second half) (D8) [Zoom in Margaret Rozga]\*

Thursday, April 29 – Press Business Meeting

**Week Fourteen**

Tuesday, May 4 – Poetry and Production Workshop (D9)  
Thursday, May 6 – Poetry and Production Workshop (D10)

**Week Fifteen**

Tuesday, May 11 – Poetry and Production Workshop; **Final Evaluation Due; Final Reflection Due**  
Thursday, May 13 – ***Holding My Selves Together* Book Launch via Zoom webinar**

**Finals Week, Friday, May 21 (10:15am) – Final Chapbook Due; TRIVIA!!!**

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**Press Schedule (*Ohio Apertures*, Robert Miltner)**

February 15 Final author edits returned to Press (open pre-sale via website and social media)  
March 4 *Ohio Apertures* printed and ready for sale  
**March 18 Launch *OA* via Zoom webinar**

**Press Schedule (*Holding My Selves Together*, Margaret Rozga)**

February 11 Editorial Complete  
February 18 Revised manuscript submitted to press  
February 25 Layout Completed for Author Review; Final Cover Approved  
March 2 Layout Edits returned to Press  
March 9 ARCs printed  
April 15 Final author edits returned to Press (open pre-sale via website and social media)  
April 29 *Holding My Selves Together* printed and ready for sale  
**May 13 Launch *HMST* via Zoom webinar**