



ENGL 339-01
Book and Publication Design
Spring 2022 – MW – 9:30-10:45am

Professor: Ross K. Tangedal, Ph.D.
Email: rtangeda@uwsp.edu
Office Hours: TWR 8:30-9:30, CCC 426
Meeting Place: CCC 323

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

“We didn’t witness the explosion. / But sometimes / don’t you feel tremors?”
– Cathleen Cohen, *Sparks and Disperses*

“I wasn’t born happy. / I was born as I am: / with the careful cartography in my veins aching for home.”
– Devon Bohm, *Careful Cartography*

“At eye-level, I see / you, seeing me. One misstep is the thing / you’ve taught me to avoid— / how one moment can change everything.”
– Barbara Costas-Biggs, *Broken On the Wheel*

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 2022 Cornerstone Press Portage Poetry Series titles. 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	15% (150)
Final Project	25% (250)
Midterm Project	25% (250)
Weekly Assignments	25% (250)
Final Reflection	10% (100)

Required Course Texts:

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

Sparks and Disperses, Cathleen Cohen (Cornerstone Press 2021)

Careful Cartography, Devon Bohm (Cornerstone Press 2021)

Broken On the Wheel, Barbara Costas-Biggs (Cornerstone Press 2021)

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; hand-on experience working for a literary press; and the opportunity to professionalize as English majors/minors.

Grading Scale:

A	100-93%	B+	89-87%	C+	79-77%	D+	69-67%
A-	92-90%	B	86-83%	C	76-73%	D	66-65%
		B-	82-80%	C-	72-70%	F	64-0%

Class 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 and newly minted members of the academy, I expect you to hold yourself 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 two unexcused**

absences throughout the semester. This is NOT negotiable. If you do not attend my course you will not pass. Period. If you are on an athletic team, you are required to show me documentation from your coach of the days you will be absent. Athletes who miss class because of away games are required to turn their work in prior to leaving for their event.

3. **Preparing for Class:** At the end of each class period I will assign either a reading from the text or a short writing assignment (or both). You are expected to read the assigned texts carefully and thoroughly. DO NOT come to class if you haven't read the text. You will only hinder the discussion.
4. **Late Work:** All homework is to be turned in ON TIME. Late work will result in grade deduction of one letter per day late (A becomes A-, B become B-, etc.). **NOTE:** You must turn in all assignments to pass the class.
5. **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 75 minutes a day together, we need to stay on course. Be on time.
6. **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. For more detailed information regarding Academic Misconduct please consult: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>.
7. **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.
8. **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.
9. **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 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.
10. **Office Hours:** I hold office hours for your benefit. **Come see me any time.**

Cornerstone Press will be releasing the following titles in Spring 2022:

Township: Stories, Jamie Lyn Smith (Legacy Series)

After the 8-Ball, Colleen Alles (Portage Poetry Series)

Evangelina Everyday, Dawn Burns (Legacy Series)

North Freedom: A Memoir, Carolyn Schroeder Dallmann (Back Home Series)

Messengers of the Gods: New and Selected Poems, Kathryn Gahl (Portage Poetry Series)

The In-Between State, Martha Lundin (Back Home Series)

Body Talk, Takwa Sharif (Back Home Series)

Schedule

*Note: Follow Canvas modules for weekly assignments.

Section One – Robert Frost’s *New Hampshire* (1923)

WEEK ONE

Monday, January 24: Course Introduction; Press Responsibilities

Wednesday, January 26: Robert Frost, “New Hampshire”, *New Hampshire* (1-21)

*Thursday, January 27: **Township Book Launch (6pm)**

WEEK TWO

Monday, January 31: Frost, “Notes”, *New Hampshire* (21-48)

Wednesday, February 2: Frost, “Notes”, *New Hampshire* (49-75)

WEEK THREE

Monday, February 7: Frost, “Grace Notes”, *New Hampshire* (79-86)

Wednesday, February 9: Frost, “Grace Notes”, *New Hampshire* (87-93)

WEEK FOUR

Monday, February 14: Frost, “Grace Notes”, *New Hampshire* (95-103)

Wednesday, February 16: Frost, “Grace Notes”, *New Hampshire* (104-113)

Section Two – InDesign Tutorials

WEEK FIVE

Monday, February 21: InDesign Tutorial: Cover Art

Wednesday, February 23: InDesign Tutorial: Layout and Book Specs

WEEK SIX

Monday, February 28: InDesign Tutorial: Perfecting Pre-Press Document in Microsoft Word

Wednesday, March 2: InDesign Tutorial: Importing Images and Text; Designing Text

WEEK SEVEN

Monday, March 7: InDesign Tutorial: Parent Pages; Page Numbers; Paragraph Styles; Layout Q&A

Wednesday, March 9: Midterm Workshop

WEEK EIGHT

Monday, March 14: Midterm Workshop

Wednesday, March 16: Midterm Workshop

*Thursday, March 17: **Midterm Project Due (11:59pm via Canvas); *Evangelina Everyday and After the 8-Ball* Book Launch (6pm)**

Section Three – Portage Poetry Series Titles (Fall 2021)

WEEK NINE

Monday, March 28: Cathleen Cohen, *Sparks and Disperses* (first half)

Wednesday, March 30: Cathleen Cohen, *Sparks and Disperses* (second half)

WEEK TEN

Monday, April 4: Barbara Costas-Biggs, *Broken On the Wheel* (first half)

Wednesday, April 6: Barbara Costas-Biggs, *Broken On the Wheel* (second half)

WEEK ELEVEN

Monday, April 11: Devon Bohm, *Careful Cartography* (first half)

Wednesday, April 13: Devon Bohm, *Careful Cartography* (second half)

*Thursday, April 14: ***North Freedom and Messengers of the Gods* Book Launch (6pm)**

Section Four – Poetry Workshops

WEEK TWELVE

Monday, April 18: Poetry Workshop

Wednesday, April 20: Poetry Workshop

WEEK THIRTEEN

Monday, April 25: Poetry Workshop

Wednesday, April 27: Poetry Workshop

WEEK FOURTEEN

Monday, May 2: Poetry and Production Workshop

Wednesday, May 4: Poetry and Production Workshop

WEEK FIFTEEN

Monday, May 9: Poetry and Production Workshop

Wednesday, May 11: Poetry and Production Workshop

*Thursday, May 12: ***The In-Between State and Body Talk* Book Launch (6pm)**

Friday, May 13: **Final Reflection; Final Participation Report/Evaluation Due (11:59pm via Canvas)**

FINALS WEEK

Wednesday, May 18, 8:00am: Finals Period

Friday, May 20: **Final Chapbook Due (11:59pm via Canvas)**