PUBLISHING TECHNOLOGIES have a profound effect on society and culture, as well as on the way that we create and disseminate language. They also have a direct relationship to our ideas about knowledge, power, and how we think about ourselves. My goal in this course is to help you understand the history and broader implications of publishing technologies as you learn the ins and outs of professional publication and information management. The semester will be divided into roughly two parts. The first will deal with historical and contemporary issues in print production and publication. The second will introduce you to content management systems and the way that they are changing what it means to be an author and how we go about the business of publishing, particularly in online environments. You will be working on group and individual projects, as well as a class project where we will examine the Humanities Department website and its other publications as a content management project. As we proceed, we'll be looking at the way that writers, designers, readers, and technology function within these different publication systems.

THE FINE PRINT.

Deadline: A rule in the publishing industry. I will not accept late work unless arrangements have been made with me more than 24 hours in advance of the due date.

Academic Integrity: Plagiarism and other kinds of intellectual dishonesty are serious offenses. The consequences can range from fines to failure to expulsion. I am sure you know about how to cite sources or whether you can accept certain materials for your class projects, but be sure to err on the side of caution. We'll be discussing intellectual property issues in class as well.

The Americans with Disabilities Act at MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990 (ADA). If you have a disability and need a reasonable accommodation for equal access to education or services at MTU, please call Dr. Glenn Melvo, Associate Dean of Students (7-2212). For other concerns about discrimination, you may contact equal access at your department head, or the Affirmative Action Office (7-3110).

OFFICE + HOURS + WEB

138 Walker Building • 487.3263
Wednesday & Friday
Noon to 1:00
Tuesday
2:00 to 3:00

by appointment

e-club@mtu.edu
http://www.smitherin.net/hu3630

ERIN SMITH SPRING 2006

Publication & Information Management
Prior to the advent of the printing press, books were made and copied by hand. Frequently such books were "illuminated," helping to make the word manifest or perceivable to the senses. You will create an illuminated page in which you introduce yourself to the class. 15%.

**Essay Design & Poster Presentation**

In small groups or pairs you will work on developing a journal concept and layout for an essay. You will create a poster using InDesign that will be printed on the EECN's large-format printer. 30%.

**Content Management Systems**

Database-driven content management systems are the newest and most significant development in publishing and information management. We will examine content management as a publication tool by using the Humanities Department website and other publications as a case study. We will also examine some of the biggest CMS vendors in technical communication, consider the logic of these systems, and have a basic introduction to XML. 30%.

**Small Assignments / Participation**

There will be regular small research, writing and production assignments related to the topics at hand. They will be due as assigned in class. 25%.