COURSE UNIT DESCRIPTION

Course unit title		Code
Digital publishing		

Annotation		
Students will acquire the skills to evaluate information, to identify the links between the main phenomena of digital publishing, to design and implement the main activities and services inherent to digital publishing, to solve independent tasks and to achieve competences in digital publishing activities. They will be familiar with the development of digital publishing technologies, contemporary trends in digital publishing and the key principles of its practice, the main laws governing digital publishing in terms of copyright and intellectual property protection and the sector's standards of practice, and will be able to make use of new digital publishing technologies, generate original ideas and contribute to the development of innovative products and services.		

Lecturer(s)	Department, Faculty
Coordinating: Assoc. prof. Vincas Grigas **Other:** lecturer Vigintas Stancelis	Faculty of Communication, Vilnius University

Study cycle	Type of the course unit
First (bachelor)	

Mode of delivery	Semester or period when it is delivered	Language of instruction
Classroom	Spring	English

Requisites	
Prerequisites: ability to perform standard operations on a computer using office or similar software	**Co-requisites (if relevant):**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work hours
5 credits	130 hours	16 hours for lectures, 4 hours for consultations, and 16 hours for seminars	94 hours

Purpose of the course unit: programme competences to be developed
The course aims to equip students with a thorough understanding and practical skills in digital publishing, covering technological, legal, ethical, and innovative aspects, preparing them for professional roles in this dynamic industry. Competencies to be developed: - Analytical and critical thinking   - Creativity   - Ability to work independently and in a group   - Basic theoretical knowledge of digital publishing and the ability to apply it in professional practice   - Ability to carry out tasks related to the development of digital publishing products and services

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will acquire the skills to evaluate information and identify the links between the main phenomena of digital publishing. Will be able to design and implement the main activities and	Traditional and blended learning methods are used: lectures, demonstrations, screenings, creative	Assessment of independent and

services specific to digital publishing.

Be able to solve independent tasks and achieve competences in digital publishing activities.

Have an understanding of the development of digital publishing technologies, contemporary trends in digital publishing and the key principles of digital publishing practice.

Knowledge of the main copyright and intellectual property protection laws governing digital publishing and of industry standards.

Will be able to use new digital publishing technologies, generate original ideas and contribute to the development of innovative products and services.

exercises, problem-based learning, information retrieval, working with scientific literature and sources, problem-solving, preparation of projects and practical assignments, remote video lectures and real-time exercises (with the possibility of asking questions to the presenter), uploading of learning materials, tips and study guides in the learning environment, one-on-one counselling, individual guidance, and one-on-one counselling in a virtual environment.

group work.

Course content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Practice	Contact hours	Individual work	Assignments
1. Introduction to the course. Discussion of assignments. Assessment methodology. The digital publishing market in Lithuania and worldwide	2	2					4	8	To read no. 1
2. The digital book as a technological and social innovation	2						2	18	To read no. 2
3. Rethinking the digital book	2						2	8	To read no. 3
4. The EPUB format and its possibilities. Self-publishing	2		8				10	15	To read no. 4
5. Digital audiobooks	2		8				10	19	To read no. 5
6. Pre-publishing and publishing processes in digital publishing	2						2	7	To read no. 6
7. The use of artificial intelligence in publishing	2						2	7	
8. Issues of illegal distribution, sharing and consumption. Protection of digital content, digital publishing and social responsibility. Final lecture. Discussion of results	2	2					4	12	To read no. 7
Total	16	4	16				36	94	

Assessment	Weigh	Deadline	Assessment criteria

strategy	t %		
1 group work (4-5 students). Develop a digital book publishing idea and present it in the classroom	40	Until the of semester	**Project content** The aim is to develop a book idea with a view to obtaining a funder's approval to fund the publication of the book. Prepare a presentation discussing: **1. Choosing a topic:** research and select an attractive topic for a digital book. Take into account current trends, audience interest and uniqueness. Make sure the topic fits the digital format and has a potential market. **2. Author selection:** identify potential authors who are experts on the chosen topic or have a good reputation in the field. Consider collaborating with emerging authors. **3. Choice of format:** decide on the format of the digital book (e.g., PDF, audiobook, EPUB, AZW, HTML, game etc.). Consider factors such as readability, accessibility and compatibility with different devices. **4. Design and layout:** Plan the design and layout of the book. Choose a designer or artist. Provide information on what instructions you would give the designer when commissioning the cover design. **5. Pricing model:** develop a pricing strategy taking into account the target audience, the value of the content and the market competition. Explore different models such as single purchase, subscription or free service. **6. Security measures:** Discuss how to protect the content of the digital book (e.g., DRM, watermarks). Discuss security with user accessibility and usability. **7. Distribution channels:** Identify possible sales channels (e.g., online bookshops, own website, app stores). If appropriate, consider collaborating with educational institutions or libraries. **8. Marketing and promotion:** develop a marketing plan, including advertising channels and methods. Make use of social media, email marketing, collaborations and promotional events. **Evaluation:** **4 points:** the project is characterised by exceptional creativity, market insight, technical planning and marketing strategy. **3 points: t**he project shows a strong concept and either a strong technical design or a well-planned marketing strategy, but not both. **2 points:** the project presents a novel and market relevant concept but lacks either technical/design planning or a marketing strategy. **2 points:** the concept has some originality and market relevance but is not fully developed and there are significant gaps in technical/design planning or marketing strategy.
strategy	t %		**0 points:** the concept is not original or does not respond to market needs and shows little or no understanding of current

			market trends or audience needs.
2. Independent (individual) work. Preparation and online publication of an audiobook	30	Until the end of semester	**3 points:** the audiobook website has a unified creative solution, a design that fits the theme of the book, a cover designed by the student according to ACX.com standards, additional information about the book/author/context of the publication, high quality entries with required metadata. **2 points:** quality entries published using a content management system such as WordPress. **1 point:** quality audio book excerpts have the required structural elements - author, title of publication, reader. However, the recordings are presented only as individual files and not as a single digital publication. **0 points:** the assignment is not completed.
3 Independent (individual) work. Pocket Travel Guide in EPUB or PDF format	30	Until the end of semester	**3 points:** the publication, including covers, shall have a volume equivalent to 16 A5 pages. It has a coherent and appropriate style of presentation, is profusely illustrated, and the text is neatly arranged in an appropriate font size. Includes front and end covers, table of contents, page numbering (if PDF). **2 points:** the style is not specific to the topic, the publication is poorly illustrated, and some essential parts are missing, such as the cover, table of contents, page numbering (if PDF). **1 point:** the publication lacks volume or is in an unreasonably large font size, is not illustrated, and contains hyperlinks from text copied from the internet. **0 points:** the assignment is not completed.

No.	Required reading
1.	Gudinavičius, A., Grigas, V. (2022). Two Decades of E-Book Publishing in a Small Language Market: Publishers Lag Behind Pirates. *Publishing Research Quaterly*, 38, 490–502.https://doi.org/10.1007/s12109-022-09894-1
2.	Marshall, Catherine C. (2010). *Reading and Writing the Electronic Book*. San Franciskas: Morgan & Claypool [MKIC Communication Reading Room]. p. 5-78.
3.	Taylor, M. (2018). *Digital Publishing for Ebooks.* Nemokamas nuotolinio mokymosi kursas http://digitalpublishing101.com/digital-publishing-101/course-introduction/
4.	Attwell, A. Making ebooks with Sigil, HTML and CSS. Training notes for book designers and editors. EBW. URL: https://electricbookworks.com/kb/
5.	Scribe Media. How To Record An Audiobook Yourself. https://scribemedia.com/audiobook-recording/
6.	Dennstedt, B., Koller, H. (2016). Business Model Innovations in the Digital Publishing Industry. *Global Media Journal*, 2016 Skaityti visą: http://www.globalmediajournal.com/open-access/generation-hashtag--how-digitalizationaffects-publishers-value-proposition.php?aid=82603
7.	Gudinavičius, A., Grigas, V. (2022). Two Decades of E-Book Publishing in a Small Language Market: Publishers Lag Behind Pirates. *Publishing Research Quaterly*, 38, 490–502.https://doi.org/10.1007/s12109-022-09894-1