

MOI UNIVERSITY
SCHOOL OF INFORMATION SCIENCES
DEPARTMENT OF PUBLISHING AND MEDIA STUDIES
BACHELOR OF SCIENCE IN INFORMATION SCIENCES
COURSE OUTLINE
INS 307: ELECTRONIC PUBLISHING (3 UNITS)

Venues:	LR 4 (<i>Main Campus</i>) 7 th Floor RM 702 (<i>NBI Campus</i>)
Day & Time:	Wednesday 11 am – 2 pm (<i>Main Campus</i>) Saturday 3 pm- 6 pm (<i>NBI Campus</i>)
Lecturer:	Ibrahim Okinda
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Office Hours:	By appointment

Purpose of the Course

The purpose of this course is to equip the learner with the knowledge and skills in electronic publishing and electronic publishing management.

Course Objectives

The course seeks to:

1. Introduce the learner to key concepts, characteristics and types of electronic publishing and electronic publications.
2. Expose the learner to historical developments in electronic publishing.
3. Equip the learner with the principles and standards of websites underlying the design, production and evaluation of electronic publications.
4. Acquaint the learner with the knowledge on business and technological issues in electronic publishing.
5. Provide the learner with knowledge on ethical and legal considerations in electronic publishing

Expected Learning Outcomes

At the end of this course, a learner should be able to:

1. Explain key concepts, characteristics and types of electronic publishing and electronic publications.
2. Trace historical developments in electronic publishing.
3. Apply principles and standards of websites in the design, production and evaluation of electronic publications such as e-books, e-newspapers, e-magazines and e-journals.
4. Assess business and technological issues in electronic publishing, such as marketing, pricing structures, access, and security and archiving.
5. Examine ethical and legal considerations in electronic publishing.

Course Schedule

This course shall cover the following topics:

1. Introduction to electronic publishing
2. Historical origins and developments in electronic publishing
3. Websites and Web Content Management System (WCMS)
4. Types of electronic publications
5. E-publishing business and business models
6. Internet, World Wide Web (WWW) and e-publishing and their impact on the publishing industry
7. Security and legal issues and challenges and other emerging in electronic publishing

Mode of Delivery

The course delivery shall be by lectures, seminars, group discussions, practical demonstrations and practical exercises.

Assessment

Continuous Assessment Tests and Project (CATs): 40%

End of Semester Written Examinations: 60%

Reading Materials

Core Texts

Colette, J. & Quinn, M. (Eds.). (1997). *The business of electronic publishing*. North Ryde, NSW: Australian Film, Television & Radio.

Martin, W. J. & Tian, X. (2010). *Books, bytes, and business: The promise of digital publishing*. Farnham Surrey, England: Ashgate.

McNeil, P. (2008). *The web designer's idea book: The ultimate guide to themes, trends, and styles in website design*. Cincinnati, OH: HOW Design Books.

- Palachuk, K.W. (2011). *Publish your first book: A quick start to professional publishing in the digital age*. Sacramento, CA: Great Little Book Publishing.
- Ward, G. (1998). *Publishing in the digital age*. London: Bowerdean.
- Thompson, J. B. (2010). *Merchants of culture: The publishing business in the twenty-first century*. Cambridge: UK, Malden.

Other Texts

- Brian & Blunden, M. (Eds.). (1997). *The electronic publishing business and its market*. Leatherhead: IEPRC/Pira International.
- Ezema, I.J. (2010). Trends in electronic journal publishing in Africa: An analysis of African Journal Online (AJOL). *Webology*, 7(1), Article 74. Retrieved from <http://www.webology.org/2010/v7n1/a74.html>
- Iglezakis, J., Synodinou, T. & Kapidakis, S. (Eds.). (2011). *E-publishing and digital libraries: Legal and organizational issues*. Hershey, PA: Information Science Reference.
- Makali, D. (Ed.). (2003). *Media law and practice: The Kenyan jurisprudence*. Nairobi: Phoenix.
- Raney, K. (1998). Into a glass darkly. *Journal of Electronic Publishing*, 4(2). Retrieved from <http://www.press.umich.edu/jep/04-02/raney.html>
- Ressler, S. (1997). *The art of electronic publishing: The internet and beyond*. Upper Saddle River, NJ: Prentice-Hall PTR.
- Sileo, L., et al. (1995). *The economics of online publishing: Strategies for making money online*. Wilton: SIMBA Information Inc.
- Wilson, T.D. (1997). Electronic publishing and the future of the book. *Information Research*, 3(2). Retrieved from <http://informationr.net/ir/3-2/paper39.html>
- Zion, L. & Craig, D. (2015). *Ethics for digital journalists: Emerging best practices*. New York: Routledge.