

MINOR

INTERNATIONAL TRADE PUBLISHING

BOOKS & MORE

ENGLISH



CREATING TOMORROW

INTERNATIONAL TRADE PUBLISHING BOOKS & MORE

DESCRIPTION

Are you interested in a work experience or job in a varied, cultural and international field? Do you like reading, do you have an international outlook and like working with other people towards an excellent product? Then the publishing industry is just the thing for you. This minor focuses on the three areas below.

1. THE (DUTCH) PUBLISHING INDUSTRY

It is important to get to know the publishing industry well. This is why you read specialist literature, and attend lectures from your own lecturers and visiting speakers. You go on field trips, interview professionals, and do research in publishing houses that you visit. You will read a lot of fiction and non-fiction, compiling your own 'must read' canon for a specific publishing firm.

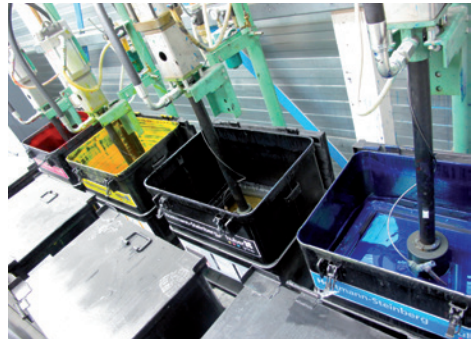
2. ENGLISH FOR PUBLISHING, WORKING IN AN INTERNATIONAL FIELD

In the media world, book publishing is a particularly international field. This is why you learn English for publishing. You study cultural differences and international corporate cultures. We go on a field trip to Oxford (5, 6 and 7 February) to gain personal experience of the international aspects of the trade. You will contribute towards the expenses for this trip.

3. BOOK PRODUCTION AND THE GRAPHIC INDUSTRY

What better way to learn the book trade than by producing your own book? This is what you will do, for a real client. The knowledge and skills you need are offered in lectures and workshops. In this way you will gain experience of a complete publishing and production process, and you will know the ins and outs of the graphic industry.

After this minor you will have all the knowledge and skills you need as young publishing professional. You will be able to use them in the magazine publishing and advertising sectors as well.





OTHER INFORMATION

Minor: Z008 International Trade Publishing,
Books & More

Semester 2

Coordinator: Bregitta Kramer (RMP)

Email: b.kramer@hva.nl

Phone: +31 20 595 18 13

Minimum number of participants: 20

Field trips in the Netherlands: two or more

International field trips: one

Undergraduate module for: Editing and Media Production students (RMP), Media Marketing Publishing students (MMP); also appropriate for other students. All non-RMP students should contact the coordinator.

Expenses: a contribution towards field trip (€ 200,-)

Please note: the subjects will be offered in English if international students enroll.



The Benno Premselahuis is a monumental building, situated in the heart of Amsterdam. This is where the School of Design and Communication is housed.

MORE INFORMATION ABOUT THIS MINOR CAN BE OBTAINED FROM:

Bregitta Kramer
Amsterdam University of Applied Sciences (AUAS)
School of Design and Communication
Visiting address:
Rhijnspoorplein 1
1091 GC Amsterdam
P.O. Box 1025
1000 BA Amsterdam
T +31 20 595 18 13
b.kramer@hva.nl

ENROLLMENT

To enroll, visit minoren.hva.nl
Students outside AUAS can enroll at www.kiesopmaat.nl

FOREIGN STUDENTS SHOULD CONTACT OUR INTERNATIONAL OFFICE:

T +31 20 595 17 11
international-mic@hva.nl