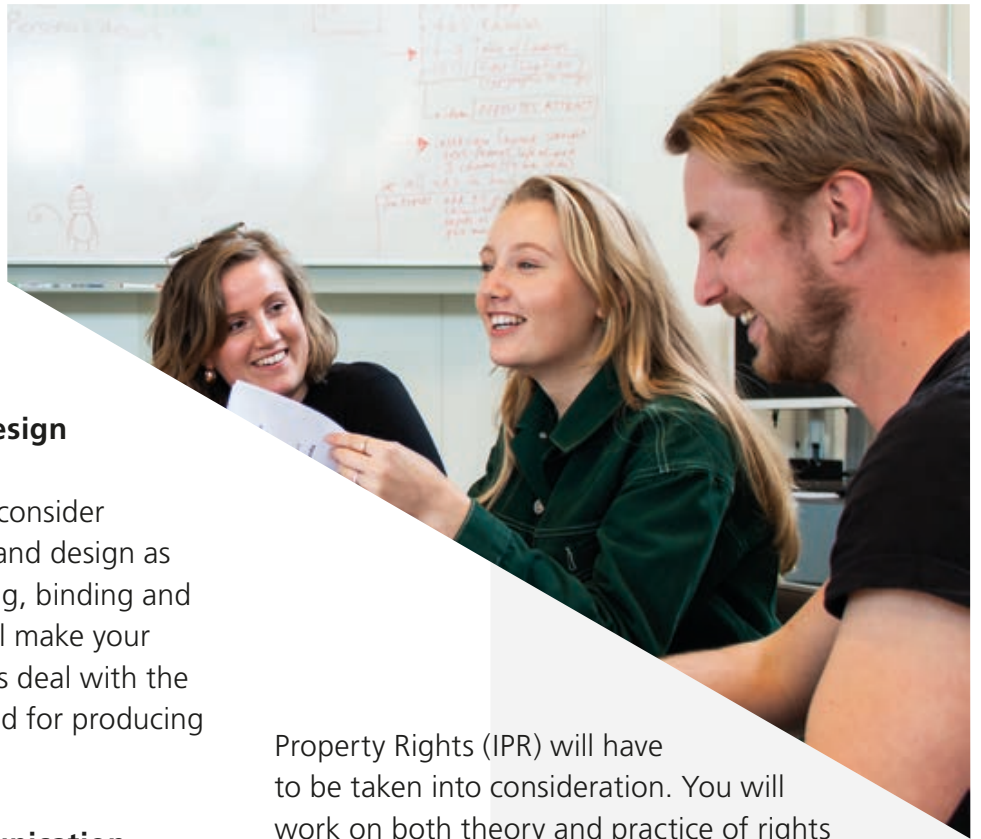


INTERNATIONAL MINOR PROGRAMME INTERNATIONAL PUBLISHING

SPRING SEMESTER





Book Production & Graphic Design

- 6 EC - Product and Portfolio

When making a book, you must consider appropriate typography, images and design as well as techniques such as printing, binding and finishing. For this module you will make your own individual book. The lectures deal with the basic knowledge and skills needed for producing this book.

International Business Communication

- 5 EC - Oral exam and Portfolio

This course focuses on the skills needed to communicate successfully across cultures. We will cover cultural competence, cultural dimensions by Geert Hofstede and various communicative skills in English, such as business emailing, ordering a product, pitching and the language of agreeing and disagreeing.

Innovation & Business Models

- 3 EC - Written assignment

In this time of disruption in the media industry, it is important to understand the business models behind products and services offered by media companies. This module provides theory and concepts to do so. You will analyse publishing houses and apply your knowledge in practice by interviewing media entrepreneurs and publishers.

International Rights & Licences

- 5 EC - Oral exam and Portfolio

Wherever texts, images and videos are published, copyrights and other Intellectual

Property Rights (IPR) will have to be taken into consideration. You will work on both theory and practice of rights trading while working in an international team. Topics such as royalties, copyright, and sales materials will be covered.

Storytelling & Genres

- 3 EC - Portfolio

This module looks at the power of stories and at some of the factors involved in making stories successful. We will address such issues as: what makes a story a good story? Which aspects of stories do consumers relate to, why and how? You will compile a canon in a genre of your choice and will read several books from this list.

Project Campus Publishing

- 8 EC - Product and Process log

The Project is group work and offers you, as a team, the challenge to produce as fine a book as you can, within the available budget and time, while meeting the requirements of the client. You will experience the entire production process from briefing to writing and editing, and from design to distribution and delivery.



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The International Publishing minor programme is located in Benno Premselahuis. This is a monumental building, in which the Department of Communication and the Department of Creative Business are housed.

MORE INFORMATION ABOUT THIS MINOR PROGRAMME CAN BE OBTAINED FROM:

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