Course Title: Digital First: The New Strategy in Publishing
Course Code: WSP 247
Instructor Name: Shirin Yim Bridges

Grade Options and Requirements:
Due to its short format, this workshop may not be taken for Credit or a Letter Grade. Just show up for class.

Class Outline:

10:00-11:30
Block 1: BEFORE

• Publishing landscape before advent of “digital first”
• Traditional publishing and its implications for authors
  - Big 5
  - University presses
  - Small presses
• Self publishing and its implications for authors
  - DIY/General contractor
  - Vanity presses/Book packagers

11:30-12:30
LUNCH

12:30-1:30
Block 2: NOW

• Publishing industry forecast
  - Rise of e-books
  - Rise of self-published authors
  - Case study
• Digital ≠ E-book
  - Case studies
• Digital First imprints

1:30-2:00
BREAK

2:00-4:00
Block 3: THE STING IN THE TAIL
• Overcoming the greatest barrier to success
• Group workshop
• The hybrid author
• Wrap up/Q&A