



## E2 “Digital education for Enhanced Editorial products”

### WP5 Research & Didactics

Course Design Chart

**ITALY**

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## Course Title

### **ENHANCED EDITOR**

## Who We Are

This on line course has been designed in the context of E2 “Digital education for Enhanced Editorial products”. It is a two-year (February 2012- January 2014) Leonardo da Vinci project co-funded by the EU Lifelong Learning Program addressing the "Developing Vocational Skills considering the labour market needs - New Skills for New Jobs" priority.

It is addressed to small and medium publishers in the five partner countries involved in the initiative: Denmark, Italy, Lithuania, Spain and Turkey.

## Presentation /Welcome Message

Enhanced Editor wants to provide small and medium publishing houses with a range of skills and competences in designing high quality e-publishing materials and strategies in order to promote creativity and competitiveness by using ICT tools. This e-learning course addresses small and medium publishers aiming at increasing their skills related to the e-publishing sector. Publishers will be also trained to develop marketing strategies in order to exploit opportunities and challenges of e-publishing. The course foresees an integration of learning with working.

## Contacts

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## Section 1: E-BOOK PRODUCTION

MODULE	DESCRIPTION	HOURS	LEARNING OUTCOMES	MEDIA	Partner in charge
Module 1	<p>Introduction on e-book publishing: e-book publishing vs traditional publishing.</p> <p>Production workflow of e-books vs paper books.</p>	3 hours	<p><b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Comprehend the transformations of editorial market in Europe and worldwide with a particular attention to the introduction of e-books.</li> <li>Understand the differences between e-book publishing and traditional publishing.</li> </ul>	To be defined	POLITO
Module 2	<p>How XML, XHTML, CSS (Cascading Style Sheets) work</p> <p>An overview on formats (mobi, kf8, epub2, epub3, pdf). An overview on devices (e-readers, tablets).</p> <p>Delivery platform (Amazon, etc...)</p>	4 hours	<p><b>Intellectual (thinking) skills: application</b> On successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Have an introductory knowledge on mark-up languages.</li> <li>Evaluate the quality of an e-book.</li> <li>Be informed about e-book principal formats and reader devices.</li> </ul>	To be defined	UNIMI
Module 3	<p>Useful programs to manage e-books (Oxygen, Sigil, Calibre, Pages, Stanza, Adobe Digital Edition).</p>	4 hours	<p><b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Know the fundamental web tools to manage e-book.</li> </ul>	To be defined	UNIMI
Module 4	<p>How to transform a printed book in an e-book Convert a paper book into an e-book: how to manage paratexts (notes, images, summary, colophon, cover, indexes).</p> <p>An overview on enhanced books: hyperlinks, videos, audio, multimedia project.</p>	6 hours	<p><b>Intellectual (thinking) skills: application</b> On successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Insert images into a text.</li> <li>Add notes, summary, index to a text.</li> <li>Recognise an effective e-book cover.</li> <li>Describe a text using metadata</li> </ul> <p><b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: Explain the characteristics of an enhanced book..</p>	To be defined	FFE
<b>LABORATORY</b>	<b>Create a simple e-book</b>	20 hours	<p><b>Practical Skills</b> On successful completion of the Laboratory, students will be able to:</p> <ul style="list-style-type: none"> <li>Employ appropriate ICT skills in order to create a simple e-book.</li> </ul>		



## Section 2: BOOK SALE MARKETING AND PROMOTION

MODULE	DESCRIPTION	HOURS	LEARNING OUTCOMES	MEDIA	Partner in charge
Module 1	On line book sales and distribution platforms An overview on the main issues related to e-book sale and distribution (print on demand, DRM, ISBN, pricing)	2 hours	<b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>• Illustrate the main distribution platforms.</li> <li>• Explain the main topics related to e-book sales and distribution with a special attention to DRM, ISBN, pricing print on demand issues.</li> </ul>	To be defined	POLITO UNIMI
Module 2	Introduction to Social Media Social Media Platforms: Twitter – LinkedIn – Facebook Pages – Google+. Incorporation of Photos and Videos: understanding and using YouTube, Flickr, Instagram.	3 hours	<b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>• Describe the main social media tools.</li> <li>• Create a web 2.0 profile.</li> </ul>	To be defined	POLITO
Module 3	What is viral marketing?	4 hours	<b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>• Understand what viral marketing is.</li> <li>• Decide when it could be useful to set a viral marketing campaign.</li> </ul>	To be defined	POLITO
Module 4	Online Safety and Etiquette – Privacy in the Digital World. Law and Ethics: Brief Overview of major Legality Issues.	3 hours	<b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>• Illustrate the main netiquette rules.</li> <li>• Make a safe and responsible use of the internet.</li> </ul>	To be defined	KALEM
Module 5	Elements of User Experience Design: Users Needs, Usability, Findability, Accessibility.	3 hours	<b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>• Describe the main elements of an effective User Experience Design.</li> </ul>	To be defined	POLITO
Module 6	Social Networking for Promoting a Publishing House, a Book or an Author. Brand and Identity. Public Relations and Marketing.	3 hours	<b>Knowledge &amp; understanding</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>• Apprise the key issues of an on line marketing strategy applied to a publishing house a book or an author.</li> </ul>	To be defined	POLITO



Module 7	Planning a Social Media Marketing Campaign. Key Principles of a Social Media Plan.	3 hours	<b>Intellectual (thinking) skills: planning</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>Integrate social media into a marketing strategy</li> </ul>	To be defined	MINDMETIC
Module 8	Plan a Social Media Marketing Campaign: introduction to Laboratory activities.	3 hours	<b>Practical skills: planning and create</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>Effectively identify diverse target audiences and planning communication messages.</li> <li>Apply selected social media writing techniques.</li> </ul>	To be defined	MINDMETIC
Module 9	Measurement of Social Media Campaigns ROI (Return on Investment) Measurement of Reach and Effectiveness. Analyzing Media Trends and Impact.	6 hours	<b>Intellectual (thinking) skills: evaluation</b> On successful completion of the module, students will be able to: <ul style="list-style-type: none"> <li>Analyse and evaluate the effectiveness of a social media marketing campaign</li> </ul>	To be defined	MINDMETIC
<b>LABORATORY</b>	<b>Your Social Media Marketing Campaign.</b>	33 hours	<b>Practical Skills</b> On successful completion of the Laboratory, students will be able to: <ul style="list-style-type: none"> <li>Use web 2.0 tools to plan and create a social media marketing campaign.</li> </ul>		