Digital education for Enhanced Editorial products

www.e2project.eu

ENHANCED EDITOR e-learning course

a project coordinated by

FOR.COM.
Formazione per la Comunicazione
Consorzio Interuniversitario

About the project

The **publishing sector** is fast-changing, facing new challenges due to the technological development of innovative multimedia and multimodal products.

E2 project aims at supporting the world of publishing facing these challenges. The project wants to provide publishers with a range of skills and competences in designing high quality e-publishing materials such as enhanced books, in order to promote creativity and competitiveness by using ICT tools.

E2 is a two-year **Leonardo da Vinci Multilateral Project** addressing the **"New Skills for New Jobs"** priority.

Target group

E2 is addressed to **small and medium publishers** in the five partner countries involved in the initiative: **Denmark, Italy, Lithuania, Spain and Turkey**.

Main activities

E2 key activities are:
• European **comparative research** to identify training needs of small and medium publishers;
• Design and delivery of a pilot **e-learning course** addressed to small and medium publishers;
• Creation of an oOnline **Community of Practices**;
• Organization of the E2 project final **international workshop** in Bilbao.

Course objective

The E2 project team defined the chart and topics of the on-line course **"Enhanced Editors"**. According to the results of the Training Needs analysis, conducted on a sample of 166 small and medium publishing houses, partners agreed to approach two main domain related to the development of innovative publishing outcomes: production of an e-book and book sale marketing & promotion.

"Enhanced Editor" course aims at providing small and medium scale 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 scale 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.

The course lasts up to 100 hours (with 53 practical hours) and it includes 13 modules divided into 2 sections:

E-BOOK PRODUCTION: the first section will approach the transformations of editorial market in Europe and worldwide with a particular attention to the introduction and production of an e-book.

Module 1
Introduction on e-book publishing: e-book publishing vs traditional publishing. Production workflow of e-books vs paper books.

Module 2
How XML, XHTML, CSS (Cascading Style Sheets) work. An overview on formats (mobi, kf8, epub2, epub3, pdf). An overview on devices (e-readers, tablets). Delivery platforms (Amazon, etc…).

Module 3
Useful programs to manage e-books (Oxygen, Sigil, Calibre, Pages, Stanza, Adobe Digital Edition).

Module 4
How to transform a printed book in an e-book. Convert a paper book into an e-book: how to manage. An overview on enhanced books: hyperlinks, videos, audio, multimedia project.

Laboratory Module (20 Hours)
Create a simple e-book.

BOOK SALE MARKETING AND PROMOTION:
the second section will approach on-line book sale and distribution; how to use social networking to promote a Publishing House, a Book or an Author and its impact.

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).

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.

Module 3
What is viral marketing?

Module 4
Online Safety and Etiquette – Privacy in the Digital World. Law and Ethics: Brief Overview of major Legality Issues.

Module 5
Elements of User Experience Design: Users Needs, usability, Findability, Accessibility.

Module 6
Social Networking for Promoting a Publishing House, a Book or an Author. Brand and Identity. Public Relations and Marketing.

Module 7
Planning a Social Media Marketing Campaign. Key Principles of a Social Media Plan.
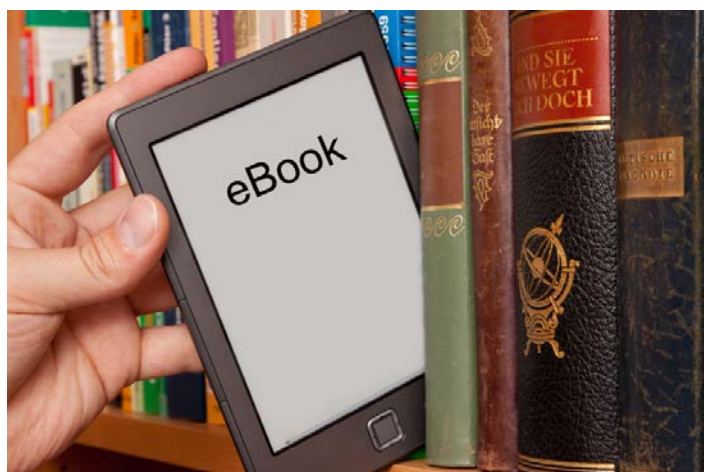
Module 8
Plan a Social Media Marketing Campaign: introduction to Laboratory activities.

Module 9
Measurement of Social Media Campaigns ROI (Return on Investment). Measurement of Reach and Effectiveness. Analyzing Media Trends and Impact.

Laboratory Module (33 Hours)
Create your Social Media Marketing Campaign.

The e-course will start in June 2013. All its contents are in English and an intermediate level of English is required.

For more information and enrolment, visit our website www.e2project.eu and register for the course.

PARTNERSHIP

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