

## 25755 - Book production and trade

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 25755 - Book production and trade

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 268 - Degree in Information Management

**ECTS:** 6.0

**Year:**

**Semester:** First Four-month period

**Subject type:** Optional

**Module:**

### 1. General information

The goals of the subject are: To develop the theoretical concept of the book as a cultural product; to identify and expose the different processes on the production and commercialization of the book; the exposure and conceptual development of the different agents involved in the process of book production and trade, as well as to identify, describe and evaluate the different sources of information on the book production and trade sector in Spain and Latin America.

### 2. Learning results

In order to pass this subject, the students shall demonstrate they has acquired the following results:

- Understands and analyzes the concept of book in its different formats.
- It understands and analyzes all the processes of its production and commercialization.
- Understands and analyzes editorials.
- Understands and analyzes graphic industries.
- Understand and analyze distribution industries.
- Understand and analyze libraries.
- Understands and analyzes the national and international legislative framework that regulates the sector.
- Understands and analyzes the regulatory framework that regulates the sector.
- Understands and analyzes the main public and private institutions related to the sector.
- Analyzes and evaluates the main sources of information on the sector.
- It understands and develops academic work related to book production and trade.

### 3. Syllabus

Unit 1: Legal and regulatory framework

Unit 2: The institutional framework

Unit 3: The world of creation

Unit 4: The publishing world

Unit 5: The graphic process. Graphic arts

Unit 6: The distribution process

Unit 7: The book trade

Unit 8: The future of the book

### 4. Academic activities

- Master classes. Presentation by the teacher of the theoretical contents and discussion with the students.
- Visits to different organizations related to book production and trade.
- Classroom talks with different professionals related to the sector.
- Completion of a work tutored by the teacher on topics included in the syllabus, proposed by the student and/or the teacher and authorized by the teacher
- Presentation of the work by the students and discussion in the classroom.

## 5. Assessment system

### FIRST CALL

#### Continuous assessment system.

To pass the subject, the student must complete an individual work supervised by the professor on the content of the subject , with a value of 100% of the grade. The following *criteria* will be taken into account for their evaluation: Mastery of the subject matter, ability to relate concepts, clarity of exposition, mastery of the use of technical language.

#### Global assessment test.

Identical to the continuous evaluation.

### SECOND CALL

Global assessment test: identical to that of the first call.

## 6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality
- 17 - Partnerships for the Goals