

## BLC – 205 Digital Content Development and E-Publishing

(4 Credits / 100 Marks)

### Unit-1

- Content: Types of content. Digital content types, File formats, Encoding systems ASCII, UNICODE and ISCII.

- 15 Hours

### Unit-2

- Markup Languages, SGML, HTML and XML.

- 15 Hours

### Unit-3

- Page Description Languages: Adobe PDF and Photoshop. Legacy documents- Conversion from analog to digital, OCR Software and Adobe Capture.

- 15 Hours

### Unit-4

- Electronic Publishing and scholarly communication, E-journals and e-books. Platforms, Standards and formats. DTP software. Delivery devices. Social, economic, and legal issues in electronic publishing. Use and usability issues. Economics of e-publishing. IPR and copyright issues.

- 15 Hours

### Selected Readings:

1. Karen S. W. Marilyn B, Stone, T. A. (2003). Electronic publishing: The definitive guide. UK: Hard Shell Word Factory.
2. Klostermann, D. (2011). The e-book handbook - A thoroughly practical guide to formatting, publishing, marketing, and selling your e-book. Cambridge: Full Stop.
3. Loton, T. (2011). E-book publishing DIY: the do it yourself guide to publishing e- books, 2nd ed. United States: LOTONtech.
4. Meckler, L. (2011). E-book formatting, self-publishing, marketing tips updated . USA: Linda E meckler on smash words.
5. Sahida, f. k. (2010). Publishing e-book for dummies. USA: CreateSpace .
6. Schuster, C. (2011). E-publishing for writers: Trends and opportunities/Fall 2011 (Kindle Edition ed.). UK: Books to Go Now .