

<b>64. PRINT AND DIGITAL PUBLISHING<sup>i</sup></b>	
Level I	
<b>Department of Education, Languages, Interculture, Literatures, and Psychology (FORLILPSI)</b>	
<b>Course coordinator</b>	Marco Meli
<b>Executive Committee</b>	Marco Meli Ilaria Moschini Donatella Pallotti Inmaculada Solis Garcia Teresa Spignoli
<b>Contact person for information on teaching organization, class schedule, and course content</b>	Arianna Antonielli arianna.antonielli@unifi.it 055 275 6664
<b>Practical-professional profile of the course and industry sector of reference</b>	<p>The educational offerings of the Master course are divided into three main themes, i.e., three subjects divided respectively in:</p> <ol style="list-style-type: none"> <li>1. five modules devoted to the <i>History of books and publishing</i> in Italian and European culture (English, French, Spanish, German);</li> <li>2. four modules related to <i>School and Academic Publishing</i>, with a focus on issues such as project management and the publishing business;</li> <li>3. six modules on the publishing supply chain, with workshops on proofreading a translation into English and a second language (French/Spanish/German/Russian); editing, layout, and graphics; marketing, publishing production, and copyright.</li> </ol> <p>Through theoretical subjects, workshops, and 300 hours of internships in the most prominent publishing houses in Tuscany, the Master course trains expert professionals in the field of print and digital publishing, providing them with knowledge and skills that enable them to cover the various roles in the publishing supply chain; in particular: editors; proofreaders; managing editors; layout and editorial graphic designers; managers of editorial production; editorial coordinators; editorial computer scientists; press and marketing officers; project managers and digital communication technicians.</p> <p>The learning objectives include:</p> <ul style="list-style-type: none"> <li>- Knowledge of the development lines of the history of books, as well as the role of publishers in the modern and contemporary cultural landscape in Italy, with reference to the European context.</li> <li>- Knowledge of multimedia and transmedia in print and digital publishing.</li> <li>- Knowledge of the main development lines in school and academic publishing.</li> <li>- Knowledge of how academic publications are disseminated nationally and internationally.</li> <li>- Knowledge of the elements of publishing business management.</li> <li>- Knowledge of translation editorial review tools.</li> <li>- Ability to manage the editorial process from the initial stages to the production of the book item: relations with authors; information literacy; editing; proofreading (paper and digital); graphic design (fonts, layouts, and cover graphics) and layout; notions of typography and printing processes; marketing (logistics, promotion, distribution); elements of copyright law.</li> </ul> <p>The Master course finds its place in the print and digital publishing market, within the Italian context but in close relation to the European scenario. Employment areas in line with the Master's training are publishing houses, literary agencies, printing workshops, graphic design studios, editorial services, and corporate press offices.</p>
<b>Access prerequisites</b>	<b>Bachelor's degree obtained following the system under Ministerial Decree No.</b>

	<p><b>270/2004 (or under Ministerial Decree No. 509/1999 equated under I.D. July 9, 2009) in one of the following classes:</b></p> <ul style="list-style-type: none"> <li>• L-1 Cultural Heritage</li> <li>• L-3 Disciplines of the Figurative Arts, Music, Performing Arts and Fashion</li> <li>• L-4 Industrial Design</li> <li>• L-5 Philosophy</li> <li>• L-6 Geography</li> <li>• L-8 Computer Engineering</li> <li>• L-10 Humanities</li> <li>• L-11 Modern Languages and Cultures</li> <li>• L-12 Language Mediation</li> <li>• L-13 Biology</li> <li>• L-14 Legal Services Science</li> <li>• L-15 Tourism science</li> <li>• L-16 Administration and Organization Science</li> <li>• L-17 Architecture</li> <li>• L-18 Economics and Business Management Sciences;</li> <li>• L-19 Education</li> <li>• L-20 Communication Studies</li> <li>• L-24 Psychological sciences and techniques;</li> <li>• L-31 Computer Science and Technology</li> <li>• L-33 Economics</li> <li>• L-36 Political Science and International Relations</li> <li>• L-37 Social Sciences for Cooperation, Development and Peace</li> <li>• L-40 Sociology</li> <li>• L-41 Statistics</li> <li>• L-42 History</li> <li>• L-43 Diagnostics for the Conservation and Restoration of Cultural Heritage</li> </ul>
	<p>Master's degree obtained in accordance with the system under Ministerial Decree No. 270/2004 (or under Ministerial Decree No. 509/1999 equated under I.D. July 9, 2009) in one of the following classes:</p> <ul style="list-style-type: none"> <li>• LM-4 Architecture and Construction Engineering - Architecture (5-year degree);</li> <li>• LMR/02 Conservation and restoration of cultural heritage</li> <li>• LMG/01 Law</li> <li>• LM-85 BIS Primary education</li> </ul>
	<p>Degree awarded according to a system prior to Ministerial Decree No. 509/1999 in</p> <ul style="list-style-type: none"> <li>• Architecture</li> <li>• International communication</li> <li>• Conservation of cultural heritage</li> <li>• Disciplines of fine art, music and performing arts</li> <li>• Economic and social disciplines;</li> <li>• Industrial Design</li> <li>• Business economics</li> </ul>

- Tourism Economics
- Economics of public administrations and international institutions;
- Economics of financial institutions and markets;
- Economics and trade
- Economic and finance
- Economics and management of services;
- Economics and business legislation;
- Industrial economics;
- Economics for arts, culture and communication;
- Political economy
- Economics of international trade and currency markets;
- Philology and history of Eastern Europe
- Philology, history and culture of Islamic countries
- Philosophy
- Geography
- Law
- Computer Sciences
- Humanities
- Oriental languages and civilizations
- Eastern European languages and cultures
- European languages and cultures
- Italian language and culture
- Oriental languages and literatures
- Foreigners languages and literatures
- Languages, cultures and institutions of the Mediterranean countries
- Marketing
- Literary subjects
- Pedagogy
- Psychology
- Public relations
- Materials science
- Environmental science
- Administration
- Education
- Communication studies
- Culture studies
- Primary education
- Information science
- Building science and techniques

	<ul style="list-style-type: none"> <li>• Economic, statistical and social sciences</li> <li>• International and diplomatic sciences</li> <li>• Natural sciences</li> <li>• Political science</li> <li>• Statistical and economic sciences</li> <li>• Strategic sciences</li> <li>• Tourist Sciences</li> <li>• Social welfare</li> <li>• Sociology</li> <li>• Statistics and information technology for business</li> <li>• Statistics</li> <li>• History and conservation of architectural and environmental heritage</li> <li>• History and conservation of cultural heritage</li> <li>• History</li> <li>• Comparative Studies</li> <li>• Translation and interpretation</li> </ul> <p>Degree awarded according to a system prior to Ministerial Decree No. 509/1999 of closely related content, deemed suitable by the Executive Committee or a Commission specifically appointed by it.</p>
<b>Admission procedure</b>	Selection based on qualifications combined with an interview aimed at testing the knowledge of English and the second language of choice from French, Spanish, German, and Russian.
<b>Duration</b>	11 months
<b>Teaching methods</b>	Blended (in-person and distance synchronous learning)
<b>Language of instruction</b>	Italian
<b>Attendance requirements</b>	70%
<b>Location of the course</b>	Department of Education, Languages, Interculture, Literatures, and Psychology (FORLILPSI) Via Santa Reparata, 93 Via Laura, 48
<b>Foreseen lecture schedule</b>	Classes are held every other week
<b>Examinations procedures and schedule</b>	Midterm tests conducted during the no-lectures week, between modules. The midterm tests include reports, open-ended questions on the Moodle e-learning platform, and tests on editing, layout, and graphics.
<b>Final examination</b>	The final examination consists of submitting a paper or presenting a report related to the internship training activity.

<b>Available places and enrolment fees</b>	
<b>Full-fee students</b>	
<b>Minimum number</b>	16
<b>Maximum number</b>	37
<b>Enrolment fee</b>	€1,900
<b>Free-of-charge supernumerary places</b>	
<b>UNIFI employees</b>	3
<b>Single Modules</b>	
None planned	

<b>Description of the activities and training objectives of the internship</b>	Master's students have the opportunity to carry out a period of internship aimed at acquiring specialized editorial skills within the relevant work contexts at publishing houses, literary agencies, printing laboratories, graphic design studios, publishing services, and corporate press offices. During the internship period (300 hrs), students will have the opportunity to "step into" the editorial process from the relationships with authors and the drafting of the editorial project, proofing, editing, and proofreading (print and digital) related to manuscripts being published; from the creation of graphic designs to layout; then the publication of the "book" product to its promotion and distribution. 300 total hours of internship.
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<sup>i</sup> This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 873 (record 158006) of 25th of July 2022, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.