Curriculum for
Master of Social Sciences
in
Printing and Publication Studies

(One Year Regular Masters Programme)

From the Session of 2021-2022

(Admission Session: 2017-2018)

Department of Printing and Publication Studies

University of Dhaka

Introduction

The Printing and Publication Studies is a new discipline that was inducted in 2015 into the academic programme of the University of Dhaka. As we are at the edge of the amazing technological age of printing and publication and to benefit from it, Bangladesh's still-rising printing and publishing industries need more expertise in these fields. The present state of printing and publishing in the country demands higher academic programmes, especially at the university level. The Department of Printing and Publication Studies is the result of the long-cherished pursuit.

The Department of Printing and Publication Studies was endorsed by the University Grants Commission (UGC), Bangladesh, on May 12, 2015. Affiliated with the Faculty of Social Sciences, the department mostly focuses on generating a command for the students on technical knowledge and know-how in the field of printing and publication, keeping in mind the widely stretched printing and publishing industries, especially in Bangladesh. The printing and publishing industry of Bangladesh has been flourishing on its own for more than a century without much support from institutionally educated people. The curriculum for the Master of Social Sciences (MSS) programme is, therefore, designed to prepare potential learners in this discipline with the objective of taking a challenging career in the field of printing and publishing to cope with the need of the time. They will also be equipped with updated knowledge and skills to build up careers in other fields like civil services and private institutions, or to have their entrepreneurship as the programme is designed with a mix of multidisciplinary approaches.

The department aims to help students to develop an in-depth understanding of the principles that influence the printing and publishing arena, help them to develop their analytical skills and

critical thinking, and equip them with cutting-edge techniques for printing and publishing. It also promotes an interdisciplinary approach and cross-cultural perspectives in the learning process to help the students find jobs related to other disciplines.

The specific objective of this practical-natured academic programme is to prepare graduate students for taking up a career, mostly in the printing and publication sectors. Besides the jobs in the printing and publishing industries, they will have their entrepreneurship or ventures in different outlets of those two sectors. Apart from this, avenues will be open for them, like graphic designing, different mass media platforms, banking services or many private organizations. Accordingly, the courses are identified and planned in such a manner as if the students would be eligible to get a job soon after graduation. It is also aimed that the students who wish to take printing and publishing as their career or for those who have some knack in these particulars to make them quite fit in the field of printing and publishing.

Features of the Masters Programme
The Department of Printing and Publication Studies offers this one-year regular Master of Social Sciences (MSS) programme under the Faculty of Social Sciences at the University of Dhaka. The MSS programme is the extended layer of the incumbent and future students of the department who will go through their Bachelor of Social Sciences (BSS) programme in Printing and Publication Studies.

The MSS programme comprises 2 (two) semesters, each of which is to span six months. The credit for each course is 4 (four), and the students must attain 32 credits. In their second semester, the students must take a Publishing Project compulsorily or alternatively take a Thesis on the basis of the

student's choice or the minimum grades they need to obtain in their BSS final examination. All of them, however, have to sit for a Comprehensive and Oral test too.

Salient Features of Masters Programme (at a glance)

- 2 (Two) Semesters
- Total 32 Credits (16+16)
- Publishing Project

Or

- Thesis
- Comprehensive Examination (Written and Oral Test)

Mission and Vision

The immediate target or mission of the programme is to provide its first couple of academically-trained graduates (workforce) for the printing and publication industries of Bangladesh in the current decade, gradually replacing the traditional ongoing system of recruiting 'On-the-Job-Trainees' (OJT)/workers to make the industries more compatible with generally standing by the side of the leading printing and publishing industries of the world.

The ultimate goal or vision of the programme is to secure and sustain a top position at the order of the ladder of high-ranking and well-acclaimed disciplines of printing and publication in the shortest possible time to establish it as a Centre of Excellence, especially in the sub-continent, and to make it a true institution for academic pursuit and research in printing and publication field. It has the other goal of drawing good attention from potential learners to make it a very viable and well-sustained market-oriented subject from the perspective of the present world scenario.

Field of Faculties

The department is quite strong with the full strength of teaching staff. It has been run by highly qualified faculty members with nationally and internationally acclaimed degrees in Mass Communication and Journalism, Publishing, Editing and Print Production, Language, Printing History, Graphic Design, etc. They have multifarious qualities and technical experiences and abilities to teach the students as per the demand and the rapid changes of the printing and publishing industry of the world.

The order of the courses of
Master of Social Sciences in Printing and Publication Studies

Course Code	Course Title	Total Marks	Credits
1st Semester			
PPS 501	Digital Publishing and e-Editing	100	04
PPS 502	Text Book Publishing: Content and Design	100	04
PPS 503	Business Communication	100	04
PPS 504	Commercial Printing and Packaging	100	04
2nd Semester			
PPS 505	Advertising and Public Relations	100	04
PPS 506	Security Printing and Specialized Publishing	100	04
PPS 507	Publishing Project	100	04
Or,			
PPS 508	Thesis	100	04
PPS 509	Comprehensive (Written and Oral)	100	04
Total	**8 Courses**	**800**	**32**

Note: The code 'PPS' stands for Printing and Publication Studies.

The students must go through four (04) courses mentioned above in their first semester. The students will choose one course between PPS 507 and PPS 508 in their second semester. That means they can opt for research work or have a hands-on scope to learn how to publish a book or magazine. But the selection of the course PPS 508 depends on the basis of merit and the number of students. The courses PPS 505, PPS 506 and PPS 509 are compulsory.

Grading Policy
The grading Structure for MSS Programme in a 4- Point Grading Scale will be as follow–

Marks Range (%)	Letter Grade	Grade Point
80 and above	A+	4.00
75 to less than 80	A	3.75
70 to less than 75	A-	3.50
65 to less than 70	B+	3.25
60 to less than 65	B	3.00
55 to less than 60	B-	2.75
50 to less than 55	C+	2.50
45 to less than 50	C	2.25
40 to less than 45	D	2.00
Less than 40	F	0.00
…………………..	I	Incomplete
…………………..	W	Withdrawn

MSS 1ST SEMESTER

Course Code: PPS 501

Course Title: Digital Publishing and e-Editing

Introduction to the Course

This course is designed to provide students with a comprehensive idea and to create a concrete foundation of layout, design and e-Editing principles to integrate digital media essential for effective digital-based publications**.** The digital publishing process follows some aspects of the traditional paper-based publishing process but differs from traditional publishing: it does not include using an offset printing press to print the final product, and it avoids the distribution of a physical product. Because the content is electronic, it may be distributed over the internet and through electronic bookstores. Users can read the material on various electronic and digital devices, including desktop computers, laptops, tablet computers, smartphones e-reader tablets. This course is also to develop the skill and expertise of the students to prepare digital publications.

Specific Objectives

Upon completion of this course, the students will be able to

- Learn the core concepts and process of digital publishing and e-editing.
- Become familiar with digital media practices over time.
- Differentiate between and select appropriate publication solutions based on the intended audience, organizational goals and objectives.
- Plan and create attractive, organized, and effective layouts based on sound principles and design elements by efficiently using industry-standard tools.

- Manipulate typography into an artful, professional presentation.
- Use photo editing software to create, edit and customize digital images in appropriate image size, resolution, and file type for the publication.
- Understand and apply print industry best practices in planning, creating, proof reading, managing files, and preflight and portable document format options.

Course Contents

Unit 1 : Introduction to Digital Publishing and e-Editing
Unit 2 : Areas of Publication
Unit 3 : Software and Hardware
Unit 4 : Layout and Design Principles
Unit 5 : Types, Tools and Terms
Unit 6 : Importing, Positioning and Editing Text
Unit 7 : Editing and Reviewing Manuscripts Using Digital Tools
Unit 8 : Image Editing
Unit 9 : Master Pages
Unit 10 : Formatting PDF/HPUB/. FOLIO/EPUB
Unit 11 : Publishing through Online and Digital Media
Unit 12 : Ethics of Digital Publishing

Assessment

Mid-term Examination	20%
Assignment	15%
Presentation/Tutorial/ Class test	10%
Final Examination (Theoretical)	25%
Final Examination (Practical)	25%
Class attendance	05%
Total	**100%**

Suggested Readings:

Andrew (2005). *Build Your Own Standards Compliant Website Using Dreamweaver 8: A Practical Step-by-Step Guide to Mastering Dreamweaver 8*. USA: Sitepoint.

Cohen, S. & Burns, D. (2014). *Digital Publishing with Adobe InDesign CC: Moving Beyond Print to Digital* (1st Edition). USA: Adove Press.

DiMarco, J. (2010). *Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques*. USA, John Wiley & Sons, Inc: New Jersey.

Graham, L. (2005). *Basics of DESIGN: layout and typography for beginners* (2nd Edition). USA, Delmar, Cengage Learning: New York.

Haque, Syed Lutful (2017). *Graphic Design er Etibritto*. Dhaka, Bangladesh Press Institute.

Goswami, Raghunath (1973). *Design o Layout*. Dhaka, Grantho Jogot.

Lucienne, Roberts (2011). *Grids: Creative Solutions for Graphic Design*. 2nd edition. New York, Wiley Interscience.

Ruth, Ann Jones (compiled) (2015). *Publishing and Book Design Basics: Elements of page design*. Michigan State University Libraries.

Smith, K. L., (2004). *Handbook of Visual Communication: Theory, Methods, and Media*. London: Routledge.

Smith, K. (2012). *The Publishing Business: From p-books to e-books*. SA, Switzerland: AVA Publishing.

Thompson, J.B. (2012). *Books in the Digital Age: The Transformation of Academic and Higher Education Publishing in Britain and the United States.* USA: Wiley.

Course Code: PPS 502

Course Title: Text Book Publishing: Content and Design

Introduction to the Course

Textbook publishing is a very important genre of publishing. This publication is more multifarious than any other publication. This course will incorporate the study of textbook publishing,

manufacturing, distributing and analyzing. The course will describe the content setting and designing process of a textbook. This course will help students gain the overall knowledge and proper understanding of the classroom learning process and pedagogy needed to develop early literacy and reading materials. This course will also explore the creation, production and distribution procedures of e-textbook.

Specific Objectives
Upon completion of the course, students will be able to
- Get a general view of textbook production and the assembling process.
- Understand the role of textbooks in early literacy.
- Know the creation, production, distribution and treatment of textbooks and other early literacy and reading materials.
- Analyze text materials systematically, including the structure, the focus and special learning.
- Learn about the current state and trend of the printed and digitally formed textbook market.

Course Contents
Unit 1 : Introduction to Textbook Publishing
Unit 2 : Planning the Textbook
Unit 3 : Good Textbook: Qualities and Characteristics
Unit 4 : Textbook Production
Unit 5 : Quality Textbook for Quality Education
Unit 6 : Textbook Cover, Illustration and Design
Unit 7 : Responsibility and Rights of the Authors
Unit 8 : Language, Readability and Legibility of Textbook
Unit 9 : Procurement and Distribution of Textbook
Unit 10 : Overview of Textbook Publishing Situation in Bangladesh
Unit 11 : Pedagogy and Educational Psychology

Unit 12 : e-Learning and Textbook in Digital form
Unit 13 : Textbook Analysis

Assessment:

Mid-term Examination	20%
Assignment	15%
Presentation/Tutorial/ Class test	10%
Final Examination	50%
Class attendance	05%
Total	**100%**

Suggested Readings:

Christie, F., & Martin, J.R. (2007). *Language, Knowledge and Pedagogy: Functional Linguistic and Sociological Perspectives*.MPG Books:Cornwall.

Cunnings, W. A. (1995). *Choosing Your Course book.* Oxford: Heineman.

Edwards, A., & Peter, K. (1946). *Effective early years education: teaching young children.* Open University Press: Buckingham.

Grant, N. (1987). *Making the Most of Your Textbook*. Harlow: Longman.

Kelsh, D., Hill D., & Macrine S. (2010). *Class in Education: Knowledge, pedagogy, subjectivity.* Routledge: New York.

Kontopodis, M. (2011). *Children, Development and Education.* Springer: Heidelberg.

Mortimore, P. (1999). *Understanding Pedagogy and its Impact on Learning.* SAGE: London.

Null, W. (2011). *Curriculum: From Theory to Practice.* Rowman & Littlefield Publisher, Inc.: New York.

Pritchard, A. (2007). *Effective Teaching with Internet Technologies: Pedagogy and Practice.* SAGE: London.

Rozycki, E. (2001, 26 March). *Textbooks as tools*. http://mywebpages.comcast.net/erozycki/Textbooks.html.

Schneider, D. K. (2008). *Textbook writing tutorial*. http://edutechwiki.unige.ch/en/Textbook_writing_tutorial.

Siegel, H. (1988). *Educating reason.* London, UK: Routledge.

Sleeter, C. & Grant, C. (1991). *Race, class, gender, and disability in current textbooks*. In M. W. Apple & L. K. Christian-Smith (Eds.), The politics of the textbook. New York: Routledge.

Course Code: PPS 503

Course Title: Business Communication

Introduction to the Course

This course is designed to give the students a comprehensive view of business communication, its scope and its importance in business (especially in the printing and publishing business). This course includes various forms of communication practised in business; communication skills required for business organizations. It also includes various messages used in business, writing skills for various formats of business proposals, reports, memoranda etc. This course will discuss various technology-based tools used for business communication.

Specific Objectives

The course is planned to make the students aware of core communication aspects in the printing and publishing business process. Thus, by the end of this course, the students will be able to

- Learn the core concepts and processes of business communication.
- Utilize and demonstrate business communication techniques and skills to solve workplace communication issues.
- Write effective and concise letters, memos, press releases etc.
- Prepare informal and formal business proposals and business reports.

- Use ethical tools and business etiquette to accomplish the intended outcomes of the respective business organization.
- Utilize various technological tools frequently used in business communication.
- Manage the business organization skillfully; the students will be able to improve the overall working environment of the printing and publishing industry in Bangladesh.

Course Contents

Unit 1 : Fundamentals of Business Communication
Unit 2 : Professionalism and Skills of Business Communication
Unit 3 : Business Etiquettes and Cross-cultural Communication
Unit 4 : Business Messages
Unit 5 : Business Correspondence Writing
Unit 6 : Business Proposal and Report Writing
Unit 7 : Business Presentation Skills
Unit 8 : Technology of Business Communication
Unit 9 : Employment Communication`
Unit 10 : Teleworking, Working from Home, and Work-Life Balance

Assessment:

Mid-term Examination	20%
Assignment	15%
Presentation/Tutorial/ Class test	10%
Final Examination	50%
Class attendance	05%
Total	**100%**

Suggested Readings:

Bovée, C. L., & Thill, J. V. (2019). *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace* (8th Edition). New York, NY: Pearson.

Chaturvedi, P. D., & Chaturvedi, M. (2013). *Business Communication: Skills, Concepts, and Applications* (Third Edition). New Delhi: Pearson (Dorling Kindersley).

DeVito, J. A. (2015). *The Essential Elements of Public Speaking* (5th Edition). Boston, MA: Pearson.

DeVito, J. A. (2018). *Human Communication: The Basic Course* (14th Edition). Boston, MA: Pearson.

Guffey, M. E., & Loewy, D. (2018). *Business Communication: Process & Product* (9th Edition). Boston, MA: Cengage Learning.

Lesikar, R. V., Flatley, M. E., & Rentz, K. (2008). *Basic Business Communication: Making Connections in Digital World* (11th Edition). New York, NY: McGraw-Hill.

Locker, K. O., & Kienzler, D. S. (2015). *Business and Administrative Communication* (11th Edition). New York, NY: McGraw-Hill.

Lucas, S. E. (2012). *The Art of Public Speaking* (11th Edition). New York, NY: McGraw-Hill.

Mizrahi, J. (2015). *Writing for the Workplace: Business Communication for Professionals* (1st Edition). New York, NY: Business Expert Press.

Quintanilla, K. M., & Wahl, S. T. (2020). *Business and Professional Communication: KEYS for Workplace Excellence* (4th Edition). Thousand Oaks, CA: Sage.

Talbot, F. (2019). *How to Write Effective Business English: Your guide to excellent professional communication* (3rd Edition). London: Kogan Page.

Thill, J. V., & Bovée, C. L. (2017). *Excellence in business Communication* (12th Global Edition). Essex, UK: Pearson.

Course Code: PPS 504

Course Title: Commercial Printing and Packaging

Introduction to the Course
Commercial printing and packaging are always the most competitive area in the publishing sector. Clients not only need a reliable printer, but they also require a creative well-equipped commercial printing team who can help them to develop something unique to allow their products to stand out from the crowd. Because commercial printing and packaging are different from normal printing works that require special design and printing, and also safety compliance for a special need. Ensuring the end products meet the client's utmost satisfaction is also important.

Specific Objectives
Upon completion of the course, the students will be able to
- Learn the clear concepts of commercial printing and packaging.
- Learn the historical background of packaging.
- Learn techniques of special graphics for the packaging.
- Be familiar with the tools and techniques used in commercial printing: such as the printing procedures of diary and notebook, different types of calendars, corrugated boxes, cartons and trays, paper bags, customized gift boxes, pharmaceutical boxes, label printing, hand tags, poster printing etc.; and also, be familiar with the tools used in packaging industries.
- Get clear knowledge about the printing procedure of garments accessories etc.
- Learn to manage a special printing business house skillfully and deal with the customers efficiently.
- Learn about international symbols used in packaging.

- Impact of Packaging to environment and how to ensure eco-friendly packaging.

Course Contents

Unit 1 : Introduction to Commercial Printing and Packaging
Unit 2 : Scopes of Commercial Printing
Unit 3 : Scopes of Packaging
Unit 4 : Evolution of Packaging
Unit 5 : Tools and Techniques for Special Printing and Packaging
Unit 6 : Metalized Mono Carton Printing
Unit 7 : Printing of Different Accessories, Tags and Labels
Unit 8 : Customer Dealing and Special Business Technique
Unit 9 : Sustainable Packaging
Unit 10 : Graphics for Commercial Printing and Packaging
Unit 11 : Symbols of Packaging
Unit 12 : Eco-friendly Packaging.

Assessment:

Mid-term Examination	20%
Assignment	15%
Presentation/Tutorial/ Class test	10%
Final Examination	50%
Class attendance	05%
Total	**100%**

Suggested Readings:

British Federation of Master Printers, (1985). *Printing Office Procedure.* London, Bedford: British Printing Industries Federation.

Brodersen, M., & Manolova, P. (2008). *Packaging Design as a Brand-building Tool*. Masters Thesis. School of Economics and Management, Lund University: Sweden.

Bruno, N.H. (Ed). *Pocket Pal: A Graphic Arts Production Handbook* (13th Edition). New York, NY: International Paper Company.

Calver, G., (2004). *What Is Packaging Design*, Brighton, UK: RotoVision SA.

Dean, D.A., Evans, E.R. & Hall, I.H. (Eds.) (2000). *Pharmaceutical Packaging Technology.* New York, NY: Taylor & Francis.

DuPuIS, S., & Silva, J. (2011). *Package Design Workbook: The Art and Science of Successful Packaging.* Beverly, Massachusetts: Rockport Publishers, Inc.

Kit L. Yam and Dong Sun LeeMeisner, R. (Ed). (2016). *Transport Packaging (*3rd edition). USA, IL: IoPP.

Robertson, G.L., (2013). *Food Packaging: Principles and Practice*, (3rd edition). Boca Raton, FL: CRC Press.

Roncarelli, S., & Ellicott, C. (2010). *Packaging Essentials*. Beverly, Massachusetts: Rockport Publisher, Inc.

Selke, E.M.S.& Culter, J.D. (2004). *Plastics Packaging* (3rd Edition). Germany, Munich: Hanser.

Soroka, W. (2009). *Fundamentals of Packaging Technology*. Naperville, Institute of Packaging Professionals.

Verghese, K., Lewis H., & Fitzpatrick (Eds). (2016). *Packaging for Sustainability.* New York, NY: Springer.

Wagner, Jr., J. R. (2010). *Multilayer Flexible Packaging: Technology and Application for the Fodd, Personal Care, Over-The-Counter Pharmaceutical Industries*. Burlington, MA: Elsevier.

Wiedemann, J. (2017). *The Packages Design Book*. USA: Taschen America LIC.

Wybenga, G. L., & Roth, L. (2013). *The packaging designer's book of patterns* (4th Edition). Hoboken, New Jersey: John Wiley & Sons, Inc.

Yam, K. L., & Lee, D. S. (2012). *Emerging food packaging technologies: Principles and practice*. Cambridge, UK: Woodhead Publishing Limited.

Course Code: PPS 505

Course Title: Advertising and Public Relations

Introduction to the Course

The course is designed to extend knowledge and skills to the students' two inter-componental disciplines of advertising and public relations. On the one end, the students must understand the core concepts of advertising and create a strong command of how to visualize, prepare and publish advertisements on different issues, services and products in different media. On the other hand, they need to enhance their knowledge in public relations and earn the skill and techniques on how to develop, maintain and sustain relations with the diversified public, prepare public relations materials and tools and use the different platforms of media.

Specific objectives

After completion of the course, the students will be able to

- Get a general view of the theoretical ideas of advertising and public relations.
- Familiarize them with the sophisticated method, tools, and technologies needed to market a product or service through a different form of media in a constantly shifting context.
- Learn those techniques and writing skills of making advertising and maintaining public relations through which they will prepare and publish all kinds of ads and materials to the media that are necessary to sell or inform the people and to sell and uphold the position of an organization.

- Receive intensive preparation for working effectively in professional life, and will understand the role of Public Relations (PR) and advertising in society by developing a critical understanding of the changing creative industries, their approach and audiences.

Course contents

Unit 1 : Introduction to Advertising and Public Relations
Unit 2 : Functions and Classifications of advertising
Unit 3 : The Psychology of Advertising and Visualization.
Unit 4 : Marketing and Advertising Plans
Unit 5 : Advertising Copywriting and Advertising Layout
Unit 6 : Writing and Production Practices
Unit 7 : Branding
Unit 8 : Characteristics and Functions of Public Relations
Unit 9 : Understanding Public
Unit 10 : Management Function
Unit 11 : Working with the Media
Unit 12 : Writing and Production Practices
Unit 13 : Common Methods of Research for PRs and Advertising

Assessment:

Mid-term Examination	20%
Assignment	15%
Presentation/Tutorial/ Class test	10%
Final Examination	50%
Class attendance	05%
Total	**100%**

Suggested readings:

Baker, M. and Hart, S. (2008). *The Marketing Book (*6th edition). Elsevier Ltd.

Bovee, Courtland L. & Witliam F. Arens (1986). *Contemporary Advertising* (2nd edition); Illinois, Irwin.

Black, Sam (n.d.). *The Role of Public Relations in Management*. London, Pitman.

Cutlip, Scott M & Allen H. Center (1971). *Effective Public Relations* (4th edition); London, Prentice Hall. Inc.

Guolla, M. A., Belch, G. E., & Belch, M. A. (2017). *Advertising & Promotion: An Integrated Marketing Communications Perspective* (6th Edition). Canada: McGraw-Hill Ryerson Limited.

Kotler, P. and Armstrong, G. (2017). *Principles of Marketing* (17th Edition). Pearson Education.

Marston, John E (.). *The Nature of Public Relations*. USA: McGraw Hill Companies.

Newsom, Doug & Allam Scott (1985). *This is PR/The Realities of Public Relations* (3rd edition). California, Wadsworth Publishing Company.

Seital, Fraser P. (1984). *The Practice of Public Relations* (2nd edition). Columbia, Charles E. Merril Publishing Company and A Bell & Howell Company.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics* (11th Edition). Essex, UK: Pearson Education Limited.

Wright, John S. & Daniel S. Warner (1962). *Advertising*. New York, McGraw Hill Companies.

Course Code: PPS 506

Course Title: Security Printing and Specialized Publishing

Introduction to the Course

This course is designed to provide the students with a comprehensive view of security and specialized printing and

publication, its scopes and importance in national security measures taken in the country (especially in Bangladesh perspective). This course includes various printing techniques and technologies practised in security printing and publications, such as Bank Notes, Cheque Books, Revenue Stamps, Postage Stamps, Postal Stationery, Stamp Papers, Court Fees, Academic & Official certificates and other specialized documents etc.

Specific Objectives
The course is planned to make the students aware about the printing techniques and procedures taken in different countries, specifically used in Bangladesh. Thus, by the end of this course the students will be able to

- Get an understanding of various security features, materials and methods involved in Security Printing.
- Know the appropriate Printing Techniques for different applications.
- Learn the different types of Security Printing technologies used in Bangladesh.
- Know different types of Security printing and specialized printing products available in Bangladesh.
- Learn the importance and necessity of Security Printing in a country.

Course Contents
Unit 1 : Introduction to Security Printing and Specialized Publishing
Unit 2 : Understanding Different Security and Specialized Publishing Products
Unit 3 : Tools and Technologies of Security Printing and Specialized Publishing
Unit 4 : Bank Notes and Currencies
Unit 5 : Postage Stamps, Revenue Stamps, Service Stamps, Savings Stamps, Postal Stationeries

Unit 6 : Excise, Taxes and Passports
Unit 7 : Court and Bank Documents
Unit 8 : Academic and Official Certificates and Documents
Unit 9 : Inspection Tools for Security Printed documents.
Unit 10 : Market and Roles of Security Printing and Specialized
Publishing in Bangladesh

Assessment:

Mid-term Examination	20%
Assignment	15%
Presentation/Tutorial/ Class test	10%
Final Examination	50%
Class attendance	05%
Total	**100%**

Suggested Readings:

Anderson, R. (2020). *Security Engineering: A Guide to Building Dependable Distributed Systems* (3rd Edition). John Indianapolis, Indiana: Wiley & Sons, Inc.

Bangladesh Bank. *Current banknotes and coins*. [Web]. https://www.bb.org.bd/currency/note.php

Bank of England. *Take a closer look: Your simple guide to checking banknotes*.

Bonev, S. & Wirnitzer, B. (2008). Security printing for product packaging in industrial printing Applications. *iarigai, Advances in Printing and Media Technology*, Volume XXXV, pp. 307-312, ISBN 978-3-9812704-0-2.

Camacho, J.E.G. & Paipilla, M.S. (2007). Banknote Printing at Modern Central Banking: Trends, Costs, and Efficiency. *Borradores de Economia.* No. 476, 2007.

Council of the European Union. Glossary: Technical Terms Related To Security Features And To Security Documents In General. *Public Register of Authentic Travel And Identity Documents Online: PRADO*.

de Heiji, H. (2010). Banknote design for retailers and public. *DNB Occasional Studies*. Vol.8/No.4.

de Heiji, H. (2012). Designing Banknote Identity. *DNB Occasional Studies*. Vol.10/No.3.

Greenberg, J.R. (2020). *Bank Notes and Shinplasters: The Rage for Paper Money in the Early Republic*. Philadelphia, Pennsylvania: University of Pennsylvania Press.

Kaminska, A. (2019). Don't copy that: Security printing and the making of high-tech paper. *Convergence: The International Journal of Research into New Media Technologies*, 1–17, 2019, DOI: 10.1177/1354856519845748.

Nakamura, C. (2010). *The Security Printing Practices of Banknotes*. [A Project Report]. California Polytechnic State University, San Luis Obispo.

Warner, R. D., & Adams Dr. R. M. (2001). *Introduction to Security Printing*. Graphic Arts Center Publishing Company.

Course Code: PPS 507
Course Title: Publishing Project

Introduction of the Course

The students will undertake a Book or Magazine publishing project in Printed or Electronic form based on the prior knowledge acquired in the previous courses at the honours level, and from the learning in their first semester of the Master's Program. Students interested to take this course will have to submit a publishing proposal and after approval from the department, they will be offered the course. They will work under the supervision of a teacher from the department to complete the publishing project.

Specific Objectives

This course aims to demonstrate the students to acquire the skill in producing a full-scale Book or Magazine with all essential elements of the process of publishing. Mastering the concepts of

editorial, design and production practices, among other aspects, students will prepare and produce a final publication as part of their assigned project.

The course will also encourage students to move ahead with confidence, as they will have gone through a rigorous procedure of various steps from A to Z of publishing; from an Author's raw manuscript (student himself also as Author) to a quality publication.

Assessments

The assessment will be made on the basis of Final Production and oral examination and on regular meeting (attendance) with research supervisor. Marks distribution will be as follow:

Final Production (A Book or Magazine)	75%
Oral/ Viva Examination	15%
Attendance (Meeting with Supervisor & Class works)	10%
Total	**100%**

Suggested Readings:

Clark, G. & Philips, A. (2020). *Inside Book Publishing* (6th Edition). Oxford, UK: Routledge.

Herman, J., & Herman, D. L. (2001). *Write the Perfect Book Proposal: 10 That Sold and Why* (2nd Edition). Danvers, MA: John Wiley & Sons, Inc..

Köehler, J. & Coccaro, J. (2016). *Pocket Guide to Book Publishing: 100 Things Authors Should Know*. Virginia, USA: köehlerbooks.

Lewis, A. (2012). *So you want to publish a magazine*. Laurence King Publishing.

Norton, S. (2009). *Developmental Editing: a handbook for freelancers, authors, and publishers*. Chicago: The University of Chicago.

Poynter, D. (2007). *Dan Poynter's Self-publishing Manual: How to Write, Print and Sell your Own Book* (16th Edition). Santa Barbara, USA: Para Publishing.

Poynter, D. (2009). *Dan Poynter'sSelf-Publishing Manual Volume II: How to Write, Print, and Sell Your Own Book Employing the Latest Technologies and the Newest Techniques*. Santa Barbara, USA: Para Publishing.

Trubek, A. (2020). *So You Want to Publish a Book.* Belt Publishing.

Or,
Course Code: PPS 508
Course Title: Thesis

Introduction to the Course
The students will submit an outline (research proposal) for a project or select an area for research that defines scope, plans for documentation and reporting, anticipated activities, schedule, and conclusion. The outline of the planned research must be approved by the department to bring it to a conceptual form. Then, based on this outline, the students will conduct a rigorous research work under the supervision of a teacher from the department.

Specific Objectives
The objective of this course is to equip the students with the ability to conduct a research in the area of printing or publishing. They will apply their knowledge gained from the discussion with the supervisor and class works from the previous courses on research methodology at the honours level. They will propose a research on any area related to printing and publishing with proper justification. Then, with proper approval and supervision, they will conduct the research and provide a thesis report. Thus the students will be able to contribute to enrich the Printing and Publishing Industry through the new research findings.

Requirements

The students with a minimum CGPA 3.25 on their BSS final examinations will be eligible to take this course. The number of research students should not exceed the maximum of 40% of the total students.

Assessments

The assessment will be made on the basis of the Research Report and oral examination and on regular meetings (attendance) with the research supervisor. Marks distribution will be as follow:

Thesis Report	75%
Oral/ Viva Examination	15%
Attendance (Meeting with Supervisor & Class works)	10%
Total	**100%**

Suggested Readings:

American Psychological Association (2020). *Publication manual of the American Psychological Association* (7th Edition). Washington, DC: Author.

Dawson, C. (2009). *Introduction to Research Methods: A practical guide for anyone undertaking a research project* (4th Edition). Oxford, UK: How to Books.

Fahmy, S., Bock, M. A., & Wanta, W. (2014). *Visual Communication Theory and Research: A Mass Communication Perspective*. New York, NY: Palgrave Macmillan.

Gunter, B. (2000). *Media research methods: Measuring audiences, reactions and impact*. London: Sage.

Jensen, K. B., & Jankowski, N.W. (1991). *A Handbook of Qualitative Methodologies for Mass Communication Research*. London: UK. Routledge.

Kothari, C.R. (2004). *Research Methodology: Methods and Techniques* (2nd Edition). New Delhi: New Age International Publishers.

Kumar, R. (2011). *Research Methodology: a step-by-step guide for beginners* (3rd Edition). London: Sage.

Smith, K. L., (2020). *Handbook of Visual Communication: Theory, Methods, and Media* (2nd Edition). London: Routledge.

Walliman, N. (2011). *Research Methods: the basics*. Oxford, UK: Routledge.

Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research: An introduction* (10th Edition). Boston, MA: Wadsworth Cengage Learning.

Course Code: PPS 509

Course Title: Comprehensive (Written and Oral)

This course aims to evaluate the student's overall learning from the courses taught in the whole MSS programme.

This course comprises of two parts– a written Comprehensive and an Oral Examination. This course has no specified coursework. The comprehensive written and oral examinations will assess the collective knowledge acquired by the students through the two semesters.

Specific Objectives
The objective of this course is to make the students confident with the complete package of Printing and Publishing and to evaluate themselves as a master of Printing and Publishing to join the industry.

Assessments

Final Written Comprehensive Examination	50%
Final Oral Examination	50%
Total	**100%**