

Custom Publishing and Custom Courseware

Since its inception in 1909, the mission of the Campus Bookstore has been to distribute Courseware material to Queen's University students at a reasonable price.



"The students would like to see more courses using Custom Courseware."

"Custom Courseware tends to be better than traditional textbooks as far as currency of information, relevance to course, full usage during course and reasonable price are concerned."


"Custom Courseware has a bright future given that both students and professors like it a lot!"

1999 Survey of Custom Courseware
Small Business Consulting
School of Business, Queen's University

Operating as a not-for-profit organization, the bookstore is run by students for students. As such, the goal has always been to ensure that the net benefits are accrued to the students. One of the more recent initiatives undertaken by the bookstore has been in the area of Custom Publishing and Custom Courseware.

According to a 1999 survey of Queen's University students, Custom Publishing and Custom Courseware has been welcomed by students for its reasonable price, current material and course-relevant content.

Whether your goal is to use this tool to create and design more effective courseware material, or whether you simply wish to apply this method as a vehicle to self-publish, Custom Courseware will prove to be the most cost-effective method.

This document outlines the service, details the benefits and describes the emerging technological capabilities available for the design of individual course materials. 

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Campus Bookstore
Queen's University
at Kingston


www.campusbookstore.com

www.campusbookstore.com

What is Custom Courseware?

Benefits

- Students enjoy significant financial savings
- Students are guaranteed up-to-date course material, as you control the revisions.
- Professors and instructors provide material that is 100% relevant to their course and students.
- Manages protection of intellectual property and distribution of appropriate royalties.
- Design flexibility allows for creation of course material based on your knowledge, expertise and experience, published according to your own special requirements.
- Electronically stored files allow for quick version changes and can be reprinted within 48 hours.
- Cost-effective and almost instantaneous global distribution methods.

It's your course, now make it your material! 

Custom Courseware is the production of course materials – textbooks, lab manuals and reference materials, designed and published by those who conduct the course.




As an innovative solution to the inherent problems associated with preparing, printing and distributing courseware materials, the Campus Bookstore now has the resources to help design and print course material for distribution at the bookstore.

By customizing and publishing course materials to your own specifications, you guarantee increased input to course construction, while ensuring your students reap the benefits of up-to-date and functional material at the best possible price.

The Campus Bookstore has been providing this service for over forty years

now, and in light of the explosion of information and technology transfer capabilities within the past five years, annual sales of this service have grown 20% annually.

One of the biggest areas of growth within Custom Courseware has been the increased complexity and range of production capabilities that enable flexibility to individual requirements.

In fact, as an effective and cost-efficient alternative to the traditional textbook, Custom Courseware represents one of the single largest sources of course materials at the Campus Bookstore at Queen's University. 




Custom Publishing

Custom Publishing means just as a professor you can design create course material in an e follow format, relevant to the content and in a cost-effective for your students, customized your personality and unique methods.

With free consultation, represent the Campus Bookstore and Design team will provide one-on-one instruction and technical assistance determine your requirements.

Materials which may be included your Custom Courseware package

- Research, Charts, Graphs
- Magazine, Journal, and Newspaper articles
- Out of Print Texts
- Reserve Room Readings
- Professor Biographies
- Academic Calendar
- Lecture Outlines
- Tests, Study Guides
- Homework Assignments
- Photographs, Illustrations
- Graphics, Cartoons

You may also wish to include third party supplements such as diskettes and CD-ROMS. 

Publishing and Production Capabilities

Through a partnership with DocuLink International of Kanata, Ontario, the Campus Bookstore can offer the most up-to-date print technologies available for the specific design requirements of your course materials.



Whether the materials consists of a simple stapled handout or the reproduction of an out of print textbook, all the resources of one of the most progressive digital print companies are at your disposal.

DocuLink International is a world leader in the management and global distribution of information over multiple media formats including print, the Internet and CD-ROM. Areas of expertise include: document management, print production, integrated supply chain management, warehousing and fulfillment of product, order management including revenue management and royalty distribution, and Internet services.

Through representatives of DocuLink International, the Campus Bookstore can offer assistance and consultation, free of charge, to ensure a superior, custom-designed product at the best possible price. ☐



A Case in Point – CHEMBOOK

Chembook was written by Dr. J. C. Brown and first published by the Campus Bookstore in 1997. Used as a first year Chemistry textbook for Queen's University, Chembook is currently in its 5th printing. It has been well received by students for a number of reasons, not the least of which is the price.

Sold in the fall for \$59.95 along with a new \$19.95 Chembook Solutions Manual, rather than the \$80 price tag for the original textbook, the end result has been a savings of more than \$100,000 to the students. The made-in-Canada, published in-house approach not only helps students financially, it infuses more money into the Canadian economy at large.

Through the Custom Courseware process, Dr. Brown was able to design and create Chembook as author, editor and graphic artist. As such, Dr. Brown was able to include much neglected Canadian content with 100% relevancy of material, as well as up-to-date graphics, diagrams, calculations and experimental evidence.

Printed at DocuLink International with print-on-demand technology, as a one-colour soft cover allowed minimal cost expenditures for its production. Stored electronically, future revisions can be updated and printed at a fraction of the cost of an updated version of a traditional textbook.

Although sell-through for a traditional textbook is approximately 60-80 %, Chembook consistently manages almost 100% sell-through, with more than 3,700 copies sold to date. All Custom Courseware and Custom Publishing products, including Chembook can be ordered directly through the Campus Bookstore, distributed at the bookstore or to Distance Learners. ☐

Production

After initial contact and consultation with the Campus Bookstore, representatives will provide all necessary information with respect to what is required for the production of your customized courseware package.

Factors affecting final delivery of Custom Courseware are copyright clearance, complete master files, quality of originals, proofing, etc. ...with production time-lines as little as 10 business days. Our goal is 100% quality products delivered on time.

Reordering copies after the initial production requires 48 hours. ☐



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www.campusbookstore.com

www.doculink.com

Emerging Technologies

Copyright Concerns

The Campus Bookstore respects and shares your concerns with respect to copyright.

What is Copyrighted?

Copyrighted material can include, but is not limited to excerpts or chapters from books, articles from periodicals, journals and magazines.

Different rules may apply with respect to the amount or source of material that requires copyright permission for Custom Publishing, if it is required at all.

Through CanCopy and other resources, the Campus Bookstore can facilitate and advise you on all matters related to obtaining permission as required. ☐

The Campus bookstore is constantly exploring alternatives to traditional publishing – opportunities to facilitate access and the teaching process by both professors and students.

The Future of Custom Courseware

The Campus Bookstore is constantly seeking out new avenues to facilitate the process of Custom Courseware and Custom Publishing.

Many methods now being explored were simply not possible even five years ago, the Campus Bookstore is committed to researching and applying these technologies, to ensure the availability of the most up-to-date methods to customize your course material.

The Campus Bookstore can provide consultation, free of charge, with respect to any new technologies that will make Custom Courseware even more accessible and cost-efficient to your students.

Course Packs on Demand Service

Introduction of our new service, Course Packs on Demand (CPODS), allows you to store your originals electronically.

Through our association with DocuLink International, material can be reordered and reproduced in 48 hours.

This process is of particular relevance should the number of students be greater than expected. With all files stored electronically, one phone call or e-mail can ensure as many reprints as required, as well as accuracy and on-time delivery. Minor adjustments can also be made with quick and reliable convenience, to ensure course content is always up-to-date.



CD-ROMs

The transfer of course material to CD-ROM is of particular relevance in the growing arena of Distance Education. Utilizing the same methods as those described previously, customized course material can then be stored on CD-ROM for instantaneous electronic access by students outside the classroom.

PDF Files

Alternatively, these same files can be converted to Portable Document Format (PDF) and mailed electronically to students around the world.

Higher Quality of Reproductions

Although Custom Publishing is not new to the Campus Bookstore, many of the technologies involved therein are. Improvements to print processes include a much higher quality of reproduction.

In the past, reproducing material from hard copy originals presented certain legibility challenges. Now, through DocuLink International's technological capabilities, upgrades of scanning equipment allow for much cleaner reproductions of originals, increasing the legibility for your students. All that's required on your part is a reasonably clean master copy. Queen's Campus Bookstore will take care of the rest. ☐



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**CUSTOM
COURSEWARE**

For additional information on the Custom Courseware and Custom Publishing services of the Campus Bookstore, please call 1.800.267.9478 or e-mail to frontdesk@campusbookstore.com