

5.00 credits

22.5 h

Q1

**This learning unit is not open to incoming exchange students!**

Teacher(s)	Comanne Olivier ;Debongnie Philippe ;Hiernaut Delphine ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	The “Software and techniques for the book trade” course aims to train professionals capable of meeting the challenges of tomorrow's book trade. The main objectives are to enable students to master essential digital tools, to understand the current and future challenges facing the publishing and book trade, to develop critical thinking on the evolution of the book ecosystem, and to acquire the practical skills needed to innovate in these fields. • Master the digital tools essential to the book trade • Understand the current and future challenges facing publishing and bookstores • Develop critical thinking on the evolution of the book ecosystem • Acquire practical skills to innovate in the book trade
Learning outcomes	At the end of this learning unit, the student is able to : By the end of this course, students will have developed a set of key skills. They will have mastered the creative and publishing software that is essential in the professional world. Their in-depth understanding of the book ecosystem will enable them to evolve with ease in this changing sector. They will be able to analyze trends and innovations in the sector, an invaluable asset for anticipating future developments. Finally, they will have acquired the ability to design and lead innovative projects in publishing and bookstores, preparing them to be agents of change in the book trades of tomorrow. • Mastery of design and publishing software • In-depth understanding of the book ecosystem • Ability to analyze industry trends and innovations • Ability to design and lead innovative projects in publishing and bookstores
Teaching methods	To achieve these objectives, a variety of teaching methods will be employed. Lectures will be complemented by practical workshops, enabling students to apply the knowledge they have acquired. Case studies and collaborative projects will promote a concrete approach to industry issues. • Lectures • Practical workshops • Case studies • Collaborative projects
Content	The course content is structured around several fundamental axes. Firstly, students will be trained in digital tools, notably the Adobe suite and 2D design software, essential in the modern publishing world. Secondly, they will explore the book ecosystem in depth, studying the book chain, its players and the different economic models that structure it. Particular attention will be paid to innovations such as digital books, new forms of storytelling and emerging technologies that are transforming the sector. Finally, the course will look at the evolution of the publishing and bookselling professions, analyzing how they are adapting to the digital age. • Digital tools : Adobe Suite, 2D authoring software; Tite-Live • Book ecosystem: book chain, players, business models • Innovations: digital books, new forms of storytelling, emerging technologies • Professions : publishing, bookstores, their evolution and adaptation to the digital age
Faculty or entity in charge	ELAL

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Translation	TRAD2M	5		
Master [120] in Ancient and Modern Languages and Literatures	LAFR2M	5		
Master [120] in French and Romance Languages and Literatures : General	ROM2M	5		