Experts from the HammockTreeRecords Kollektiv Vienna will give introductions and hands-on experience on Scientific Publishing.

Thursday, 17. October 2013

How to Publish a Scientific Book
Insights into a challenging task
14:00, Room Y21-D68a
Katharina Leitner, Law and Ethics in Medicine, University of Vienna.
Stefanie Haller, Social & Cultural Anthropology, University of Vienna.

A tight schedule, authors being immune to suggestions and late for their deadlines, lack of money and a publisher with different priorities – Editing a scientific book can be very challenging and it very often involves more resources than many people plan for. This session will give insight into an ongoing book project and thereby not only provide expertise but also give valuable tips to avoid certain common pitfalls. The process of editing a scientific book – from author acquisition, over quality control, communication skills and publisher-relations to planning a catchpenny release.

Coffee, Snacks & Discussion with the Experts
16:00, Room Y21-D68a

“The book is dead, long live the book“
Critical perspectives on scientific publishing or: cloyed by sentimentalities
16:30, Room Y21-D68a
Daniel Bauer, Comparative Literature Science, University of Vienna.

The world of publishing has been radically changing throughout the last years. The fully searchable online archives as well as easy-to-handle and cheaply produced and acquired e-books have given reason to declare the „death of the book“ as we know it. Major publishers that have been defining our cultural and scientific perspectives are currently going to pieces or become part of constantly growing conglomerates tending to lose their most characteristic trait: defining our zeitgeist. While it is to be heard on every street corner, that the publishing industry is in decay and at the verge of total collapse, we want to ask the question whether the changed prerequisites might not - after all - be necessary for redefining needs and possibilities of scientific publishing.

Friday, 18. October 2013

Breakfast
09:30, Room Y25-H86

Make it Look Good!
Typesetting and Layouting a Scientific Book.
09:30, Room Y25-H86
Aline Lenzhofer, Social & Cultural Anthropology, University of Vienna.

This workshop session deals with the layouting of a scientific book, in particular of an anthology. It is one of the last steps in the process of a book project, which focuses on the appearance of the book. This session will consist of a theoretical part, including the history of typesetting and printing of books, as well as the explanation of the used specialised terminology. A practical part will give an understanding of the handling of the program Adobe InDesign by doing different exercises based on the style of HammockTreeRecords’ series „Junge Wissenschaft“.

IF YOU ARE INTERESTED IN PARTICIPATING, PLEASE REGISTER WITH STEPHAN HOCHLEITHNER (PGG) AT Stephan.Hochleithner@geo.uzh.ch

An initiative funded by the GIUZ Innovation Pool