



WHITIREIA PUBLISHING PROGRAMME

This highly regarded programme is New Zealand's only training course for publishing. It teaches the whole publishing process, from manuscript to bookstore.

Developed and run in partnership with publishers, the course is modelled on an apprenticeship. At its heart are practical experience and industry contacts. Students undertake work placements in publishing firms. Guest speakers include publishers, editors, designers, sales reps, publicists, booksellers and authors. All course tutors work in publishing. The programme also offers exclusive access to the publishing intern programme, run with the Publishers Association of New Zealand and Creative New Zealand, which offers six months' employment to three graduates each year.

DIPLOMA IN PUBLISHING (APPLIED)

The Diploma in Publishing (Applied) is based at the Wellington city campus in Cuba Mall, running from February to November each year. The environment is that of a publishing office. (An online programme is also available – see separate information sheet for more details.)

WHAT DOES THE PROGRAMME COVER?

This course covers all aspects of the process and business of publishing books. Students learn how to plan and promote a publication, through assessment, market research, costing, scheduling, marketing and distribution. They take a publication from idea to print, through editing, typesetting, and supervising design and print. As well, students work with industry mentors to publish a range of publications while they study. They produce books, catalogues, newsletters, journals and digital publications.

HOW IS THE PROGRAMME TAUGHT?

The programme is taught through a mix of lectures, tutorials, guest speakers and mentoring. As well, students undertake work experience in the book trade and government sector, and participate in industry seminars and site visits. The classroom is set up as a publishing office where students complete their work on the publications we produce. Publishing staff have broad experience in trade, educational and government publishing, most working in the sector alongside their teaching.



HOW MUCH WORK DOES THE COURSE ENTAIL?

This fulltime course runs for 32 weeks, from mid February to mid November. Students are required to attend and participate daily in a workplace environment. The course is a fulltime workload: classes are held 9am to midday, Monday to Friday, and students spend on average four additional hours per day on course work.

WHAT ARE THE ENTRY REQUIREMENTS?

Tertiary qualification and evidence of relevant work experience. Limited places are available. Students will be selected on written and oral communication skills, academic ability (those accepted usually have a degree), computer competency, ability to contribute to a team environment, and their experience in and commitment to working in publishing and related industries.

WHAT DOES IT COST?

Fees for this programme are currently \$6476. The programme is Ministry of Education approved for Student Loans and Allowances and NZQA accredited. All textbooks and software are provided. Contact the Information and Enrolment Centre for international fees. (Fees are subject to change and should be confirmed before enrolling.)

WHAT IS THE APPLICATION PROCESS?

Applicants are shortlisted for interview on the basis of their written application. Interviews are conducted in person at the Wellington city campus, by video conference from the Auckland campus in Queen Street, or by conference call. Interviews for the following year are held in early December. **To ensure you will be considered for interview, you should apply before the end of November for the following year.** Late applications will be considered subject to the number of places available.

To apply, submit the attached cover sheet plus:

- a letter of introduction explaining why you want to do the course and why you are suited for a career in publishing **2 copies**
- curriculum vitae **2 copies**
- academic transcripts for relevant qualifications
- Whitireia New Zealand application form
<http://www.whitireia.ac.nz/enrolment/Pages/DomesticOnlineApplication.aspx>
- verified copy of birth certificate, passport or other evidence of permanent residence

If relevant, you may also submit references or a sample of editing, typesetting or publishing-related material.

See also the attached hints about the application and interview process.

For further enquiries, contact RACHEL LAWSON

rachel.lawson@whitireia.ac.nz or 04 237 3103 ext 3975

APPLICATION COVER SHEET

DIPLOMA IN PUBLISHING (APPLIED) 2012

NAME	<input type="text"/>
ADDRESS	<input type="text"/> <input type="text"/> <input type="text"/>
TEL. (HM)	<input type="text"/>
TEL. (WK)	<input type="text"/>
MOBILE	<input type="text"/>
EMAIL	<input type="text"/>

HAVE YOU INCLUDED THE FOLLOWING?

- Whitireia New Zealand application form
- Verified** copy of birth certificate, passport or other evidence of permanent residence
- Letter of introduction explaining why you want to apply to do the course and why you think you are suited for a career in publishing **2 copies**
- Curriculum vitae **2 copies**
- Copies of academic transcripts

POST APPLICATIONS TO

Information & Enrolment Centre
Publishing Programme Application
Whitireia New Zealand
Private Bag 50 910
PORIRUA CITY 5240

HINTS FOR PREPARING YOUR APPLICATION FOR THE PUBLISHING PROGRAMME

Due to limited places and a high number of applicants, there are usually at least two applicants for every place on the publishing programme. Successful applicants tend to exceed the basic entry criteria because of the work they put into preparing their application carefully. To enhance your chances of successfully getting onto the course consider the following.

Publishing is a process that requires complex project management, attention to the tiniest detail and working to often tight deadlines. Most publishing jobs involve project management in some part and require a range of skills, from sensitivity to language to handling budgets. Publishing spans the worlds of art and business, and the business side is not the least of it. People who work in the publishing industry need to have strong interpersonal skills and a curiosity and interest in the media and world in general.

We recommend that you research the publishing process and the New Zealand publishing environment, and that you shape your covering letter and CV to present how your attributes and your job experience relate to publishing tasks. Think about what you might bring to the publishing world.

Publishing is about working intensively with the written word – its structure, grammar, tone, pitch, stress, musicality, and appropriateness for different types of reader. You need to demonstrate in your application that you have enough of a facility with the written word that you are capable of being trained to meet the demands of working with language at its best.

Finally, due to the competitive nature of entry it pays to give as much attention to your application as if you were preparing a job application.