

Nicholas Westbrook
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Performance Measurement

Nicholas Westbrook

Dr. Kim, Instructional Design Principles

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Background:

For measuring performance, a series of tests will be given on each of the major sections of the instruction. A preliminary test will be given to determine what the perspective author knows about their book (subject matter, length, etc.) more for personal use than as something to be graded. The three subsequent tests will focus on the various forms of publishing, hitting on the major characteristics learner through the instruction. A final test will be given, combining what the author has learned about various forms of publishing and what they know about their own preferences from the pre-test. The pre-test and three major tests will be short, written answers on a test that will be administered with a computer nearby so that students may access the Internet for the test. The final test will be presented by the student and delivered as the final statement.

Pre-Test:

This will help the author better understand their wants/needs before entering into the course. The Pre-Test will determine the preliminary characteristics of the student by determining what the student is looking for in their publishing method, as well as their personal preferences for dealing with other people handling their work. The pre-test will be used to help the student identify what they want out of their manuscript and help them to make an informed decision about their work for the final test. **(Appendix A)**

Test One: Traditional Publishing

The first test will focus primarily on the method of traditional publishing. The test will focus on subjects such as finding an agent and identifying the major benefits and drawbacks of the traditional publishing outlet. Students will be tested on knowing the difference between a legitimate and scam-company for a traditional publishing company.

Students will also explain the benefits of having an agent and the methods of getting one.

(Appendix B)

Test Two: Self-Publishing

For the second test, students will complete a test on their knowledge of self-publishing. Students will have to explain the advantages and fall backs that come with attempting the self-publishing method. The student will also have to present a self-publishing company's website and (based on the website) give advantages of the company. Students will also have to identify what roles they will take on as the self-publishing author against the self-publishing company of their choice. **(Appendix C)**

Test Three: E-Publishing

The third test will determine what students have learned about the digital presentation options. Students will explain the benefits and pitfalls of presenting their manuscript to an e-book publishing company. The student will also have to provide examples of digital publishing outlets and present one benefit that each offers.

(Appendix D)

Final Test:

For the final test, learners in the course will present a case for which method of publication they think is best for their work. The students will write a short statement as their final test and the perspective authors will present their arguments for what method best meets the needs of their publishing requirements. Students will also provide names of potential publishing outlets/agencies they are considering submitting their work to.

The students written statement will be graded based on a rubric provided. **(Appendix E)**

After the final class, students will fill out the instructional assessment for the instructor to look at to adjust future classes. **(Appendix F)**

Appendix A:

Name: _____

Pre-Test: Respond to each question in full.

1. Describe your manuscript:
 - a. Type of Manuscript (poems, novel, etc): _____
 - b. Length: _____

2. How much money (and time) are you willing to invest in the publication of your manuscript (this also includes the amount percentage you are willing to give to a perspective agent)?

3. How much control do you want over your manuscript (do you want sole control of the manuscript or are you willing to allow others to work on your novel)?

4. What is more important to you in making a publishing decision?
 - a. Making Money
 - b. Critical Acclaim
 - c. Reaching a wide audience
 - d. Selling as many copies as possible

Appendix B:

Name: _____

Traditional Publishing Test

1. Describe three benefits of traditional publishing

a _____

b _____

c _____

2. Describe three disadvantages of traditional publishing

a _____

b _____

c _____

3. Describe the main benefits of having an agent

4. What are some of the warning signs to look for when looking at publishing companies?

5. Give an example of a traditional publishing company. What makes them “real”?

6. Give an example of three agents and the companies they work for.

7. Look up the following companies online. Identify the three traditional publishing companies from the list below

- | | |
|----------------|----------------|
| a. Aptara | f. BlueToad |
| b. Simon Pulse | g. AuthorHouse |
| c. Yudu | h. KNOFF |
| d. Del Ray | i. Smashwords |
| e. Lulu | |

Appendix C:

Self-Publishing Test

Name: _____

1. Describe three benefits of self-publishing

a _____

b _____

c _____

2. Describe three disadvantages of self-publishing

a _____

b _____

c _____

3. Give an example of a self-publishing company. What makes them “real”?

4. Give an example of three self-publishing companies. What benefits do they offer?

5. Describe the responsibilities of the author when self-publishing companies are used.

-
-
-
6. Look up the following companies online. Identify the three traditional publishing companies from the list below

j. Aptara

k. Simon Pulse

l. Yudu

m. Del Ray

n. Lulu

o. BlueToad

p. AuthorHouse

q. KNOPF

r. Smashwords

Appendix D:

Digital Publishing Test

Name: _____

1. Describe three benefits of digital publishing

a _____

b _____

c _____

2. Describe three disadvantages of digital publishing

a _____

b _____

c _____

3. Give an example of a digital publishing company. What makes them “real”?

4. Give an example of three companies in digital publishing.

5. What sort of materials are best represented by digital publishing? What type authors benefit from it the most?

6. Look up the following companies online. Identify the three traditional publishing companies from the list below

- | | |
|----------------|----------------|
| a. Aptara | f. BlueToad |
| b. Simon Pulse | g. AuthorHouse |
| c. Yudu | h. KNOPF |
| d. Del Ray | i. Smashwords |
| e. Lulu | |

Appendix E:

Final Test Rubric:

For your final test, students will present a statement about their

	1	2	3	4
Knowledge of Publication Methods	Shows little or no knowledge of any methods of publishing	Demonstrates some knowledge of chosen methods	Demonstrates significant knowledge of selected method	Demonstrates substantial knowledge of preferred method
Reasoning	Student presents no reasons for their choice of publication	Student presents no sound reasoning behind choice	Student gives some reasoning, but lacks in some areas	Student reasoning for choosing their method is sound
Knowledge of publishing companies or potential agencies	Student give no examples of companies that they would choose	Student provide some information, but fail to explain benefits	Student provides substantial information on one or two potential companies	Student provide examples and reasons for three companies chosen
Grammar and Spelling	Many Spelling Mistakes and several Grammar Errors	Many Spelling Mistakes and few Grammatical Errors	No Spelling Mistakes and few Grammatical Errors	No Spelling Mistakes or Grammatical Errors

Appendix F:

Name: _____

Instructional Evaluation: Respond to each question in full.

- 1. After taking this course, do you feel you understand the world of publishing better?

- 2. Describe what you liked best about this course.

- 3. Where do you think this course needs improvement?

Fill out the following chart, rating the following parts of the course.

	Above Average	Average	Below Average
Instructor Competency			
Instruction Effectiveness			
Material Effectiveness			
Test Difficulty			
Course Length			
Course Effectiveness			