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Task Analysis

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Introduction:

Ideally, this instructional model will take the hopeful writer through the process of choosing their first mode of publication. After a task analysis, the proper procedure will be able to guide the perspective author through the many different options available to them in the publishing industry. The writer will be able to understand all of the options available to them and know what is required in each category of publishing. In order to do this, the writer will need understand the various options available to them and help guide them to a preferred option of publication.

Subject-Matter Expert:

Since there are many different modes of publishing and each have their own advantages and disadvantages, this instruction requires more than one expert in the subject. Primarily, the project will rely on Jonathan Westbrook, a self-published author/illustrator who has successfully published books in both the self-publishing and digital publishing realms. Jonathan Westbrook has successful published two short novels of a planned trilogy is working on releasing a collection of short stories. Jonathan also has experience in self-publicity and the various outlets used in the publishing industry.

The designer of the instruction, Nicholas Westbrook, also has some expertise in the various publishing areas. Nicholas has been studying the various forms of publication for his own use and can bring some of that working knowledge to the design. Where Jonathan Westbrook has expertise in self-publishing, Nicholas Westbrook has focused more on traditional publishing routes. However, the project required an individual who had taken a project from beginning to end, so Jonathan Westbrook seemed like an expert in the area.

Other experts will be cited as well, but a bulk of the planning will rely on these two individuals. Other experts will include authors Carole Blake and Judith Appelbaum. Carole Blake is a literary agent in Britain with a long career of fifteen years in the publishing business. Judith Appelbaum is columnist and reviewer for the *New York Times Book Review* as well as author of the book *How to Get Happily Published*. Both of these experts are skilled in their fields, but may be a little outdated, hence the other experts will be brought in to fill the gaps of knowledge on digital publishing.

Task Analysis Method:

Task Inventory- The following tasks have been identified as important to the instruction:

1. Have a general knowledge in the major types of publishing
2. Be able to make decisions about what would be best for their work
3. Understand what is required before attempting any method of publication
4. Be able to identify what advantages lie in each type of publishing.
5. Be able to recognize which will help or hurt their work

Task Selection- Considering the tasks required for the goal in mind, the following have been identified as the tasks that require the most publishing. The tasks have been simplified into a few simpler steps that express the main ideas required for the proper instruction.

1. Identify the major types of publishing and advantages of each
2. Know the importance choosing the proper format
3. Know what they want from their work

4. Be able to decide which method of publishing they wish to choose for their work

Task Decomposition and Description:

This instruction will be broken down into different components, which include:

1. Identify major types of publishing and understand the advantages of each:
 - a. Traditional Publishing: Going through an agency or representing one's self to seek promotion and publication for a corporate publishing house.
 - i. Seeking an agent
 - ii. Seeking a publishing house
 - b. Self-Publishing: Using personal funds to publish the book, but also being able to keep more of the money made from it.
 - i. Website based
 - ii. Out of pocket expenses
 - c. Digital Publishing: Presenting the book in the form of an e-book online, which can be cost efficient, since they require no materials to make and can be sold through a website that allows the creator to keep the funds made from it.
 - i. Using Amazon.com and other websites
2. Know the differences between each format:
 - a. Identify the advantages and disadvantages
 - b. Learn about responsibilities of the author for each type of publishing model

3. Understand what the author wants:
 - a. Does the author want to make a lot of money? Is that the sole reason for publishing?
 - b. Does the author want the readability and public exposure?
 - c. How much control is the author willing to give up for the sake of being published?
4. Be able to decide which method of publishing is best for the perspective author:
 - a. What gives the author the most of what they want?
 - b. Does the writer see himself or herself enjoying this kind of publishing?
 - c. Which system best suits the author's needs?

Task Sequence:

In order to properly understand the methods of publishing, individuals in the instruction will go through the process as follows:

1. A basic introduction to the types of publishing
2. An explanation of the benefits and pitfalls of each
3. Defining what the author's responsibilities are for each mode of publication.
4. An exploration of the authors own tastes to better understand what they want from a publishing option
5. The final ability to choose the publishing option that they believe best suits their needs.

Flow Chart:



