



THE  
**SEAGULL**  
**SCHOOL** *of*  
**PUBLISHING**





The Seagull Foundation for the Arts, Calcutta, in association with Seagull Books and supported by the Royal Norwegian Embassy, New Delhi, established the Seagull School of Publishing in 2012 to share the skills and philosophy of publishing with those who may wish to take up a career in this industry.

‘A very interesting and challenging experience that opened up new professional perspectives. There were no aspects that weren’t treated with the highest professional standards.’

Bertrand Finckler, Editing Student,  
June–August 2013

The Seagull School of Publishing is based in Calcutta and managed entirely by practicing publishers, editors and designers who are passionate about the craft of publishing. It offers two full-time professional courses, in Editing and in Book Design, from January to March and June to August every year.

The course structure combines intensive, hands-on training programme with interactive sessions with professionals and experts from publishing houses in India and other parts of the world.

Coursework includes practical assignments, group projects, field trips to printing presses and bookstores and open-house discussions on current issues.

Classes range from learning the nuances of editing manuscripts to negotiating buying and selling of rights in the national and international markets, analysing sales and marketing systems to demystifying the phenomenon of ebooks and digital publishing.

A fully equipped computer lab and a library showcasing a wide range of books and reference material help prepare each student for the world of publishing.

The Seagull School encourages fresh talent and energy in the art and business of making books. Anyone interested in honing their skills or kindling their curiosity in publishing can apply!

# EDITING



3 MONTHS | MONDAYS TO FRIDAYS | 10.30 A.M. TO 1.30 P.M.

**Lessons include:**

- ▶ Identifying and arranging the different parts of a book
- ▶ Learning proofreading marks and their correct use and interpretation
- ▶ Copy-editing different kinds of manuscripts—fiction, nonfiction, translations, academic titles, etc.
- ▶ Preparing style sheets, indices, glossaries and bibliographies
- ▶ Commissioning titles and building lists in different literary and commercial genres
- ▶ Understanding contracts and foreign-rights management, buying and selling rights across the globe
- ▶ Planning production budgets and publicity schedules for different titles
- ▶ Digital publishing, ebooks and current innovations

There are 20 seats in Editing.

‘Impressed with the democratic set up. Freedom is very important in educating young people. The School curriculum is hands-on and effective.’

Margit Walsø, Director, Norwegian Literature Abroad (NORLA)



# BOOK

3 MONTHS | MONDAYS TO FRIDAYS | 10.30 A.M. TO 1.30 P.M.

# DESIGN

## Lessons include:

- ▶ Mastering the essentials of QuarkXpress and Adobe Photoshop
- ▶ Interpreting cover briefs, from children's titles to academic books to bestsellers to school textbooks
- ▶ Learning to design and artwork paperback covers and hardback jackets
- ▶ Working with different page sizes with margins and bleeds
- ▶ Learning the intricacies of typesetting different kinds of books
- ▶ Learning to work with style sheets
- ▶ Designing layouts of various genres of books, using text and images
- ▶ Learning to create ebooks

There are **12** seats in Book Design.

## Masterclasses

Students of both Editing and Book Design attend masterclasses with authors, editors, publishers, translators and foreign-rights managers from India and across the world, meeting and interacting with a range of professionals from multinational, independent and regional publishing houses.

Alongside their specific areas of interest, students acquire a comprehensive overview of all the processes of publishing.



# FACULTY

## 2015

**NAVEEN KISHORE** (Founder Publisher, Seagull Books, Calcutta) shared his experience of setting up an independent publishing house, building a comprehensive list of books and securing global distribution.

**FLORENCE NOIVILLE** (Author, Journalist and Editor at *Le Monde*, Paris) spoke about how social issues affect her career as a journalist and a writer of fiction.

**RICK SIMONSON** (Co-director, Author Readings Programme, Elliott Bay Book Company, Seattle) shared his experience of running an independent bookstore.

**RALPH MÖLLERS** (Developer, book2look.com) delved into the creation of an online marketing tool for mobile applications and enhanced ebooks.

**RONNIE GUPTA** (Production Manager, Seagull Books, Calcutta) explained the basics of printing and production technology.

**JUDITH HABERMAS** (Rights Director, Dumont Buchverlag, Cologne) taught a masterclass on the buying and selling of rights, especially in the European context.

**RAKESH KHANNA** (Co-founder, Blaft Publications, Chennai) discussed pulp fiction, comic books and translations of experimental writings from regional languages.

**RAVI SINGH** (Editor and Co-founder, Speaking Tiger Books, New Delhi) spoke about his experience in a large publishing house such as Penguin Books and a new and independent publishing house such as Speaking Tiger.

**SUNANDINI BANERJEE** (Senior Editor and Designer, Seagull Books, Calcutta) explained the inter-relationship between editing and design, emphasizing the importance of aesthetics from the cover to the pages of a book.

**ARUNAVA SINHA** (Translator and Critic, New Delhi) discussed the various challenges of translating from Bengali and spoke about the relationship of the translator with the author and the editor.

**SANDIP ROY** (Journalist, Author of *Don't Let Him Know*) spoke about being a first-time author, about the process of writing and his interaction and experience with editors.

**JENNIE DORNY** (Foreign Rights Manager, Éditions du Seuil, Paris) explained the legal and rights-related issues in publishing, and discussed the details of authors' and translators' contracts. The masterclass culminated in a mock Frankfurt Book Fair session of students selling rights to her.

**LAURE LEROY** (Co-founder, Éditions Zulma, Paris) described the strategies of a small, independent publishing house and unique cover-design ideas.

**MANASIJ DUTTA** (Designer, Seagull Books, Calcutta) taught a masterclass on creating ebooks and maintaining aesthetic standards on the digital-publishing format.

**DEVALINA MOOKERJEE** (Development Editor, Jadavpur University Press, Calcutta) taught technical editing, with special emphasis on academic titles.

**URVASHI BUTALIA** (Publisher, Zubaan Books, New Delhi) spoke about the setting up of a feminist publishing house in India, about the challenges of an independent and niche publishing house as well as about her experience as a writer of partition literature.

**MANASI SUBRAMANIAM** (Commissioning Editor and Rights Manager, HarperCollins Publishers India) talked about representing HarperCollins at the Frankfurt Book Fair, about buying rights and developing a young adult list.

**KALPANA SHUKLA** (Managing Director, KW Publishers, New Delhi) made a presentation on the various aspects of academic and textbook publishing in India.

**UDAYAN MITRA** (Associate Publisher and Head of Rights, Penguin Random House, India) discussed students' reading habits and shared various facts and figures from the world of publishing in India.

**JERRY PINTO** (Writer, Poet, Translator, Journalist, Author of *Em and the Big Hoom*) talked about his experience of searching for untold stories, translating, writing biographies and about building relationships with editors and publishers.

**SHANTA GOKHALE** (Novelist, Playwright, Translator, Theatre Historian and Critic) spoke in detail about the relationship between an author and a translator, and about translating her own work from Marathi to English and the finer points of translating plays.



'To be honest, I am finding it hard to articulate this marvellous explosion of literature and design in my mind. I truly believe that we must unlearn the book to learn it again'

Devika Dave, Design Student,  
January-March 2013



## Admission Procedure

Please visit our website [theseagullschool.wordpress.com](http://theseagullschool.wordpress.com) and submit the online application form. We will contact shortlisted candidates for admission tests. The final list of selected candidates will be announced on our website.

### January–March 2016 Course

Course duration: 2 January–31 March 2016

Applications open: 1 September 2015

### June–August 2016 Course

Course duration: 1 June–31 August 2016

Applications open: 1 February 2016

## Course Fee

₹50,000 for Indian citizens

US\$3,000 (€2,700) for students from the rest of the world

## Accommodation

Various kinds of accommodation are available to out-of-town and international students in Calcutta, on which the Seagull School is happy to provide suggestions. Please contact us if you have any queries.

Visit the Seagull School blog to read student reports on masterclasses and to see the creations of Design students:  
[theseagullschool.wordpress.com](http://theseagullschool.wordpress.com)



## Travel and Leisure

The Seagull School is located in the heart of Calcutta, well connected to most places of interest. The city offers ample scope for discerning enthusiasts to savour the culture of books, art, theatre, cinema, history and architecture.

Since the classes at the school are held in the morning, students are free to spend their leisure time discovering heritage sites, art galleries, museums and libraries, and experiencing quintessential Calcutta neighbourhoods: Kumartuli, the idol makers' quarter; Mallik Ghat flower bazaar, Asia's largest flower market; the only Chinatown of India; and College Street, the book lover's paradise. Calcutta is home to myriad communities and is inherently fashioned by the varied influences—from food to festivals.

The Kolkata Book Fair, the largest book fair in Asia, is a major event in the city and takes place from the last week of January to the first week of February every year. Every January, the city also hosts two literature festivals, bringing together writers from all over the world.

For those looking for weekend retreats, Calcutta is close to Rabindranath Tagore's cultural abode Santiniketan (212 km), the famous terracotta temple town of Bishnupur (150 km), the scenic beaches of Bay of Bengal and the Sundarbans National Park (150 km).

Designed by Manasij Dutta, Seagull Books  
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‘Everything in the world exists in order to end up as a book.’

Stéphane Mallarmé

For details, visit us at  
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