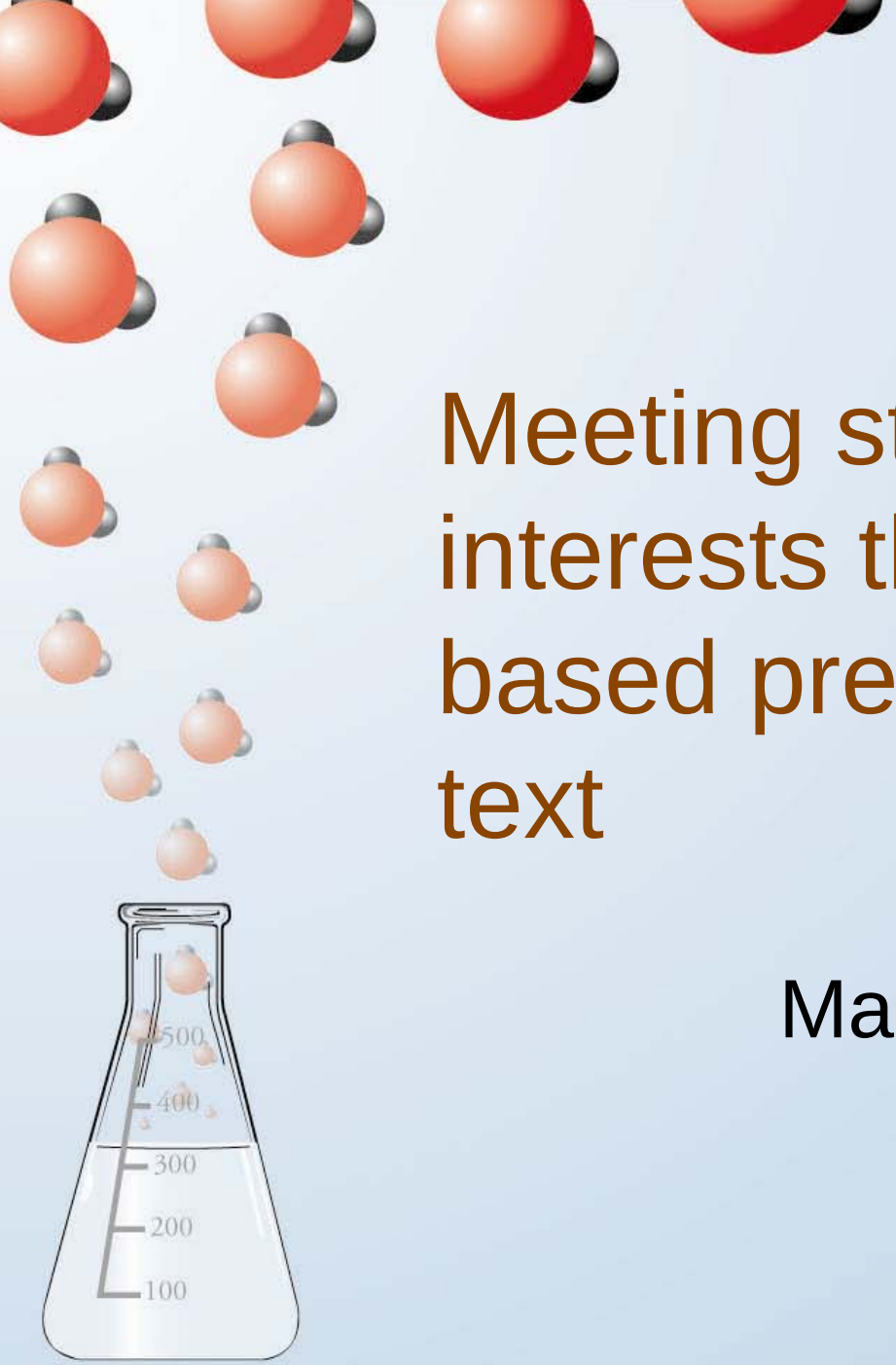


Meeting student needs and interests through an internet-based preparatory chemistry text

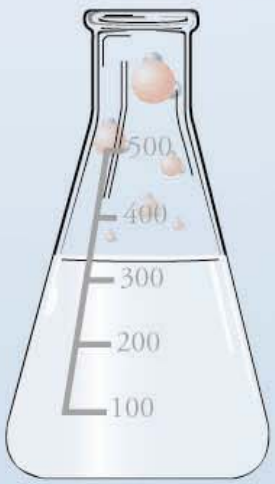
Mark Bishop

An Introduction to Chemistry by Mark Bishop

- Textbook intended for use in beginning chemistry courses that have no chemistry prerequisite…for students who are
  - preparing themselves for general college chemistry.
  - seeking to satisfy a science requirement for graduation.
  - in health-related or other programs that require a one-semester introduction to general chemistry.
  - taking high school chemistry.

History

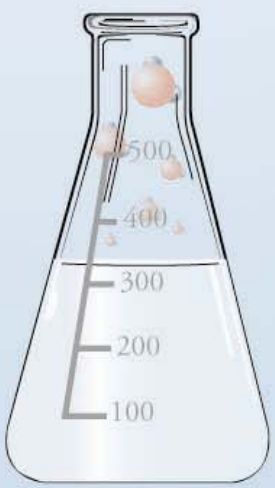
- Originally published by Benjamin Cummings in 2002
- Now published by Chiral Publishing Company with a new model for distribution.
  - Traditional printed text
  - Both versions and all of their tools are freely available on the Internet in PDF form..
  - Audio version also available on the Net.



Simple Philosophy

- Provide students with as many options for learning as possible, make sure they know how to use each tool, and hope that they choose wisely.

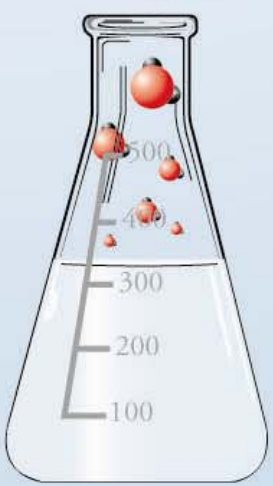
  http://preparatorychemistry.com/



Tools for Text

- Layout program (InDesign)
- Photo manipulation software (Photoshop)
- Drawing Program (Illustrator)
- Acrobat
- Web site creation software (Dreamweaver or other)
- Animation software (Flash or Director)
- All of these tools come bundled as Adobe's Creative Suite CS3 Design Premium, which includes InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, and other components. It's $594.95 for educators at the Academic Superstore.

http://www.academicsuperstore.com/

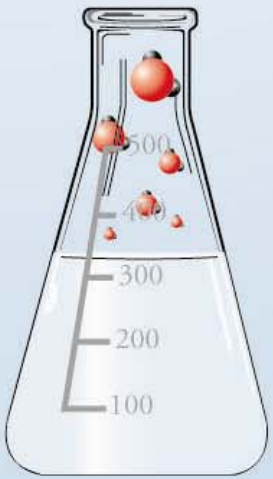


To Self Publish (1)

- Get a guide book to tell you more about what's involved in self-publishing. (e.g. *The Self-Publishing Manual* by Dan Poynter)
- Pick and register your company's name
- Register with the tax board
- Purchase an ISBN and barcode.

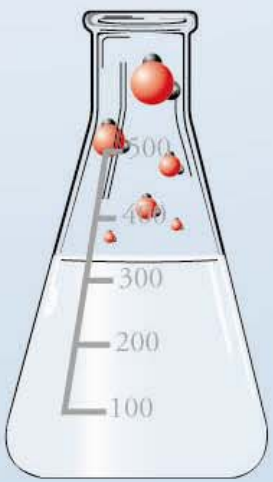
  http://www.bowker.com/index.php/supportfaq-isbn/49-support-isbn/380-faqs-isbn-howtoget

  http://www.bowkerbarcode.com/barcode/

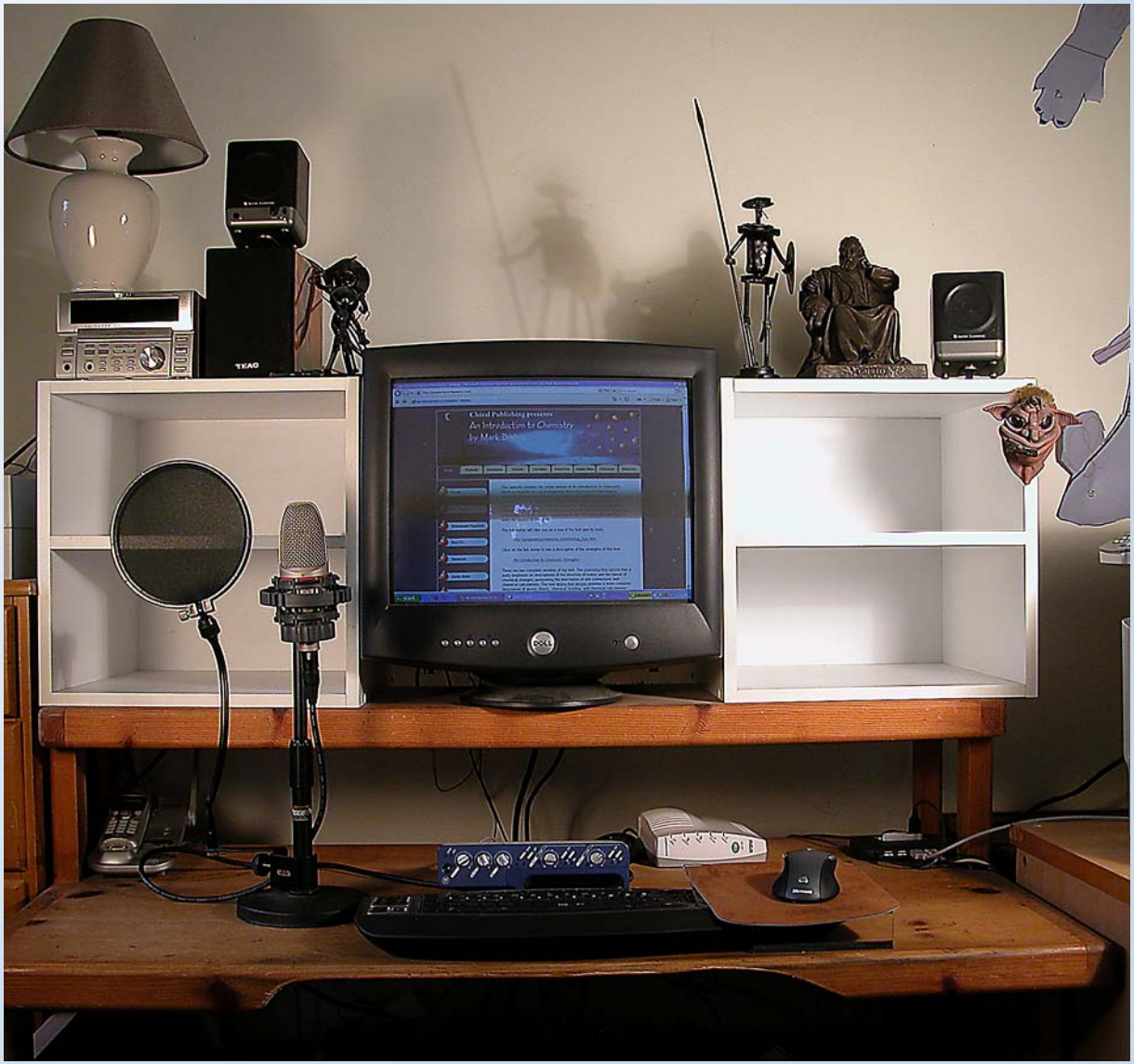


To Self Publish (2)

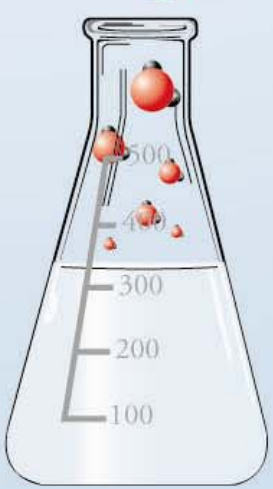
- Find a printer
- I use Apex Book Manufacturing for digital printing and Four Colour Imports for offset printing. There's a good list at
  http://www.aeonix.com/bookprnt.htm
- Purchase shipping supplies, such as boxes, tape, and packing materials (I get most of my supplies from Uline.)
- Develop a shipping plan (I use FedEx or UPS for domestic shipping and USPS for international shipping)
- Purchase business software to keep you organized and to create invoices and receipts. (e.g. Quickbooks)



Making Audio Files



Tools for Audio Files



- Microphone (with stand and shield)
  - I use a AKG 3000 B microphone ($349 at Musician's Friend).

    http://www.musiciansfriend.com/
- USB audio interface and audio file manipulation software
  - I use Digidesign's MBox 2 with Pro Tools LE ($449 at Musician's Friend).

    http://www.digidesign.com/index.cfm?langid=1&itemid=4893

Web Tools

- Adobe Flash
- Web site creation software (Dreamweaver or other)
- Drawing Program (Illustrator)
- Photo manipulation software (Photoshop)

All of these tools come bundled as Adobe's Creative Suite CS3 Web Premium, which includes Flash, Dreamweaver, Illustrator, Photoshop, and other components. It's $495.95 for educators at the Academic Superstore.

http://www.academicsuperstore.com/