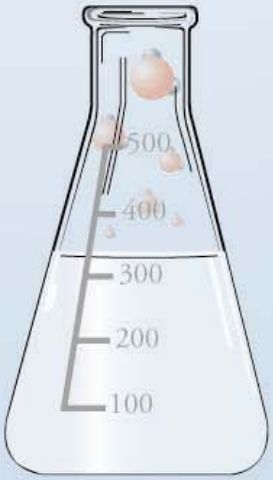
Bringing the cost of student textbooks down:

A novel approach to publishing and distributing a preparatory chemistry textbook and its tools.

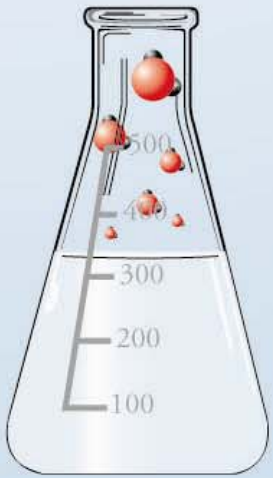
Mark Bishop

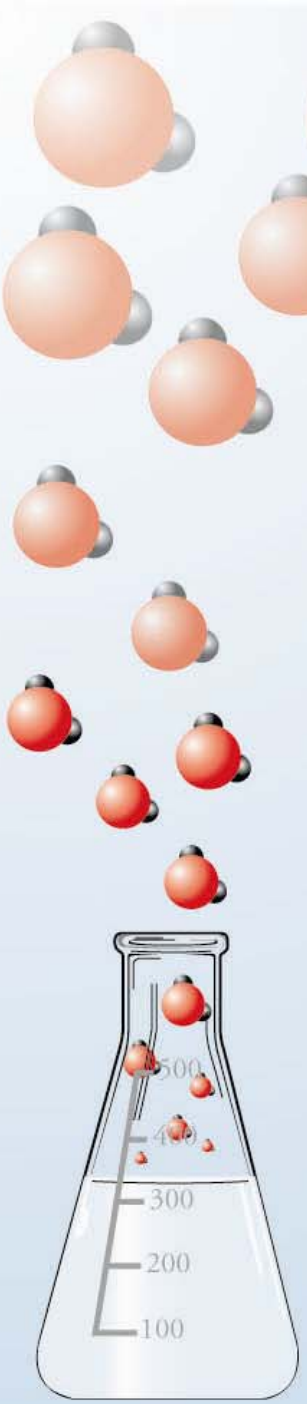


preparatorychemistry.com/Bishop_WCCTA_2009.pdf

What are your interests?

- Are you teaching a prep-chem course?
- If you are not teaching a prep-chem course, do you teach at a college that offers a prep-chem course?
- Are you a published author?
- Have you written a book that is unpublished?
- Are you thinking of writing a book?
- Are you interested in learning of ways to bring the cost of textbooks down?

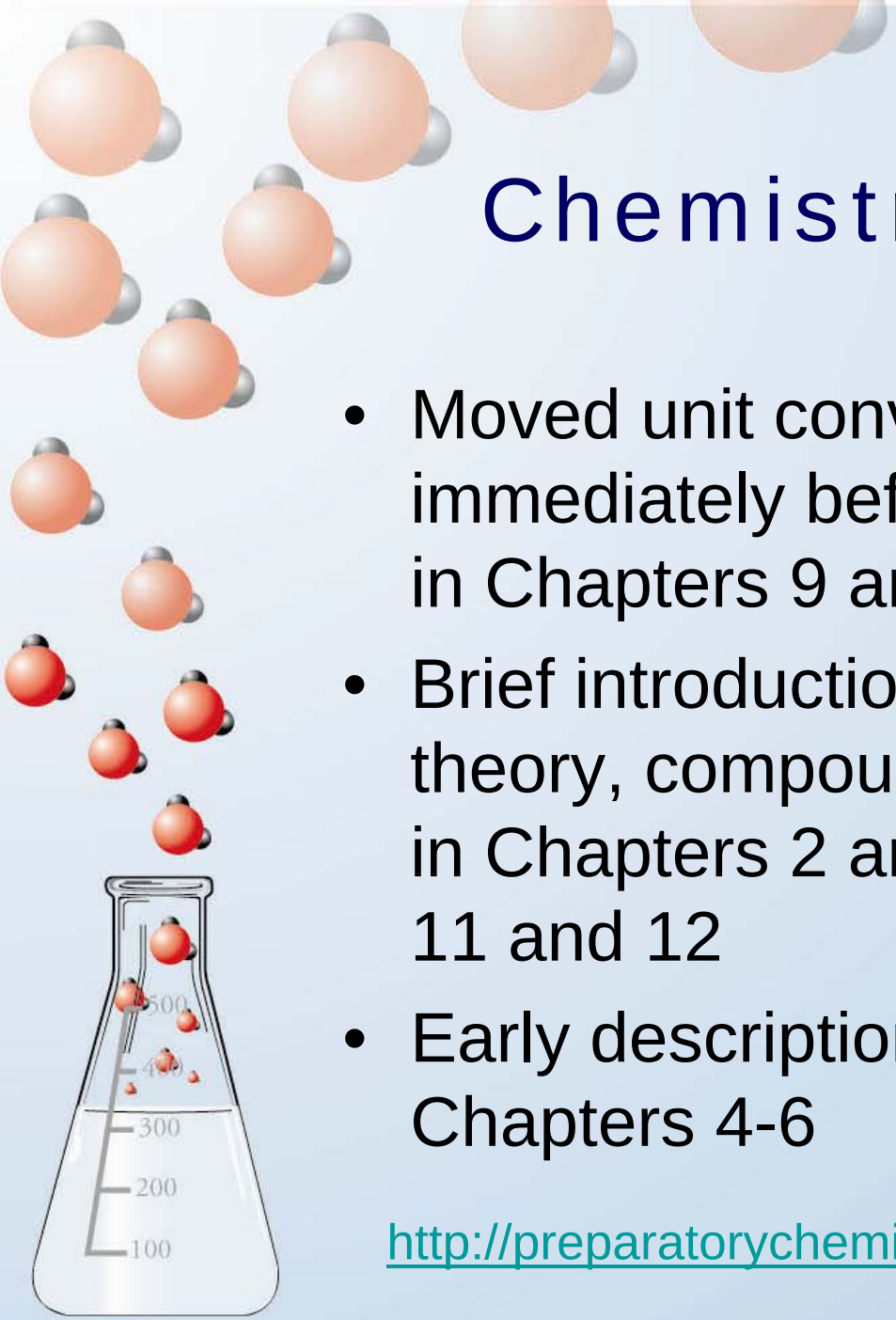




An Introduction to Chemistry by Mark Bishop

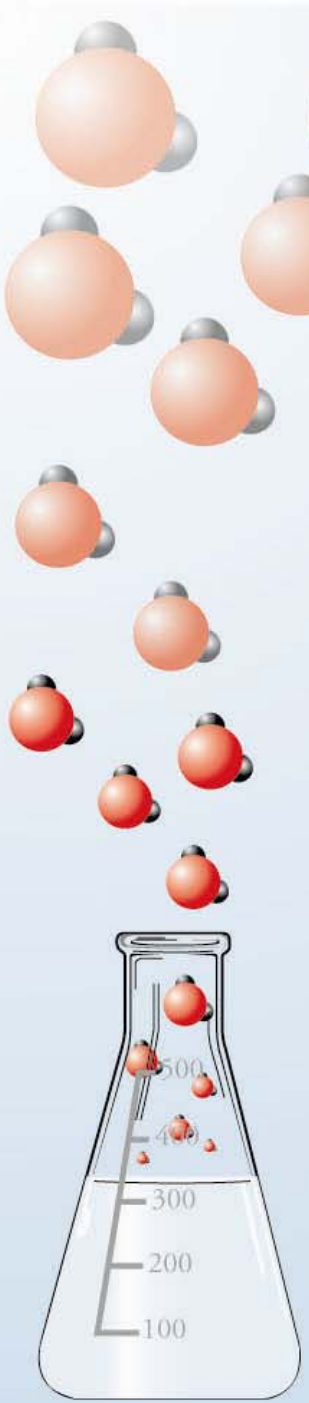
- Textbook intended for use in beginning chemistry courses that have no chemistry prerequisite…for students who are
  - preparing themselves for general college chemistry.
  - seeking to satisfy a science requirement for graduation.
  - in health-related or other programs that require a one-semester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

Chemistry-First Version



- Moved unit conversions to Chapter 8, immediately before chemical calculations in Chapters 9 and 10
- Brief introduction to elements, atomic theory, compounds, and chemical bonding in Chapters 2 and 3 with more in Chapters 11 and 12
- Early description of chemical reactions in Chapters 4-6

http://preparatorychemistry.com/Bishop_Chemistry_First.htm



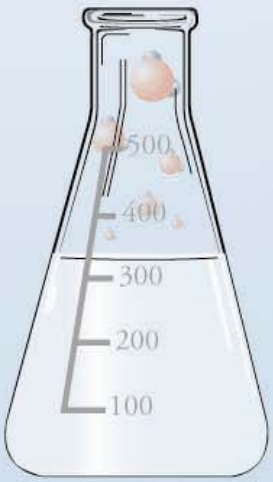
Atoms-First Version

- Early introduction to unit conversions in Chapter 2
- More complete description of elements and atomic theory in Chapters 3 and 4
- More complete description of chemical bonding and compounds in Chapters 5 and 6
- Chemical reactions described in Chapters 7-9

http://preparatorychemistry.com/Bishop_Atoms_First.htm

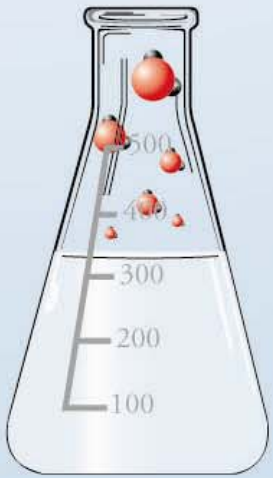
History

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



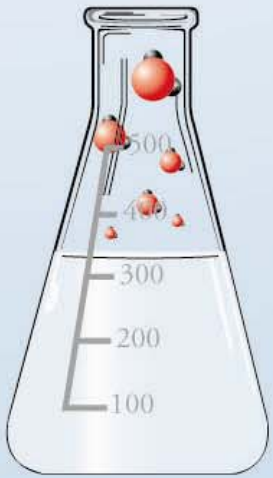
Low Cost - Internet

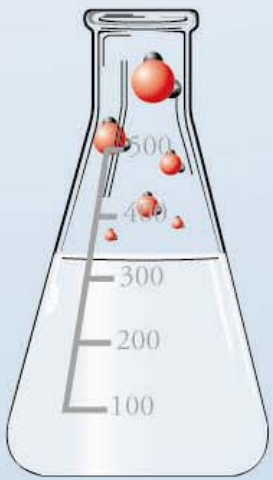
- **Option 1:** Students who have easy access to the Internet and who feel comfortable viewing the text on the computer are asked to pay $20 for that privilege.
- **Option 2:** If $20 creates a significant financial hardship, I'm happy to provide the Internet version of my text and tools for free. (This is on the honor system. Students can decide on their own about whether they can afford the $20 payment.)



Low Cost (cont.)

- **Option 3:** Students who want a regular printed copy of the text can purchase one from my website for $69.95, including shipping.
- **Option 4:** My text can be purchased through your bookstore at a list price of $79.95.
- **Option 5:** For $59.95, students can purchase a DVD that contains all of the website files. This includes both versions of the text and all of their supporting tools.





Emphasis on the Development of Visualization Skills

Do you ever worry that your students can write balanced chemical equations but do not have a clear mental image of the events that occur during a chemical reaction?

- In the text

http://preparatorychemistry.com/Bishop_Book_atoms_7.pdf

- Animations

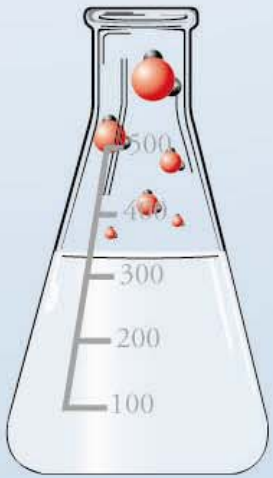
http://preparatorychemistry.com/precipitation_flash.htm

- Audio text

http://preparatorychemistry.com/Bishop_Section_7_3_atoms.htm

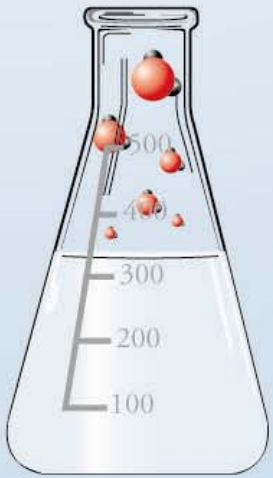
Identification of Skills to Review

When your students have trouble with a task, do you ever think that it's because they have not completely mastered some of the lessons presented in earlier chapters?



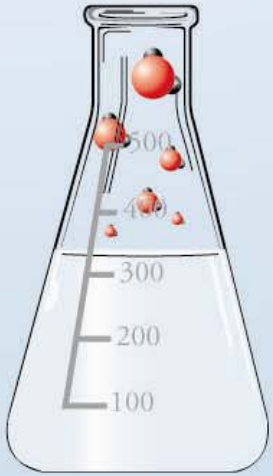
Sample Study Sheets

Are the best-organized students in your class often the most successful? Do you ever wish that the text you were using helped students get more organized?



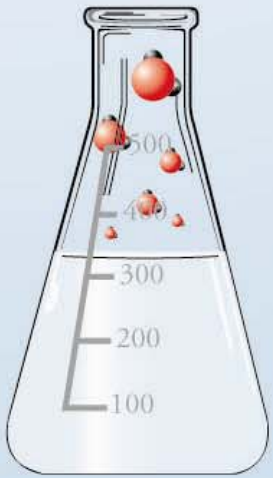
Extensive List of Learning Objectives

Do your students ever complain that they do not know what they are supposed to be able to do after studying a chapter in the text?



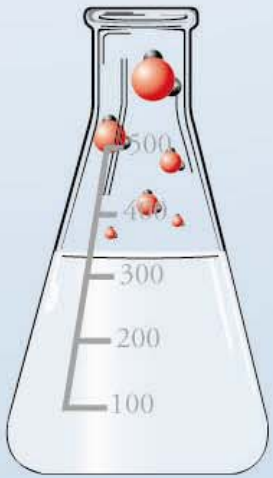
Chapter Glossaries and Glossary Quizzes

Do you wish your text did more to help students learn the language of chemistry?



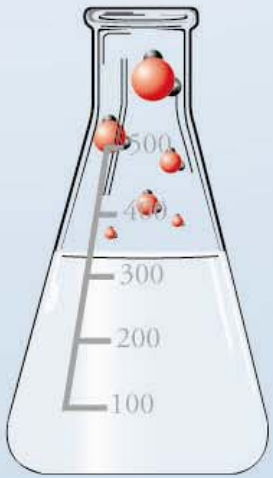
Real-World Examples

Do your students feel that what they read in their textbook is too far removed from the real world?



Key Ideas Questions

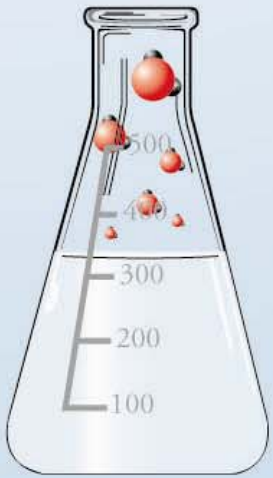
Have you ever wondered whether the chapter reviews in many textbooks are useful to students?



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 CS4 Design Premium, which includes InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, and other components. It's $598.95 for educators at the Academic Superstore.

http://www.academicsuperstore.com/

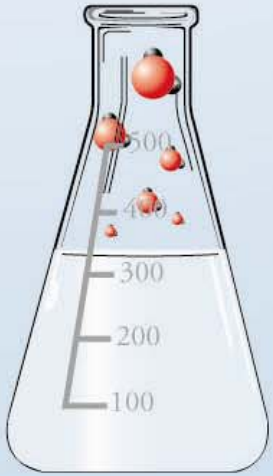


To Self Publish (1)

- 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.

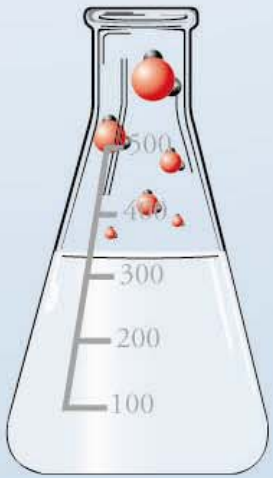
  http://www.bowker.com/index.php/supportfaq-isbn/49-support-isbn/380-faqs-isbn-howtoget

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



To Self Publish (2)

- Find a company to print the textbooks.
  - 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).

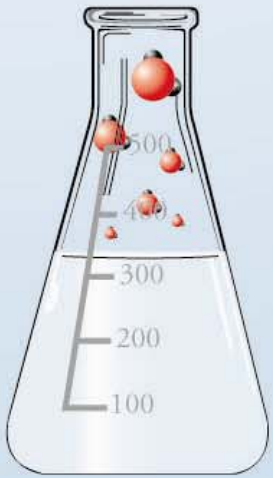
    http://www.digidesign.com/index.cfm?langid=1&itemid=4893

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 CS4 Web Premium, which includes Flash, Dreamweaver, Illustrator, Photoshop, and other components. It's $548.95 for educators at the Academic Superstore.

http://www.academicsuperstore.com/



Key Web Addresses

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