



Book and Publishing Professions Master's Degree

The majority of our courses are taught in French. We invite you to also have a look at the [list of courses offered in English at Rennes 2](#).

Objectives

This degree trains the multi-skilled book and publishing practitioners of the future.

- **Master 1** offers general training in the sector in fields such as publishing, bookshops and libraries.
- **Master 2** offers specialization in the field of publishing.

During the two years of this Master's degree, students establish direct contacts with industry professionals (authors, illustrators, publishers, booksellers, librarians, mediators, corporations, broadcasters, distributors, printers, etc.) and engage in the practical implementation of several individual and group projects, some in partnership with institutions (such as the association Rue des Livres or Rennes libraries).

Training focuses in particular on digital media and content in connection with the development of new creative and reading practices.

The taught modules (literary knowledge, general book knowledge, audience and reading practice analysis, book mediation, book economics, editorial techniques, editorial design, practical implementation of editorial projects, graphic design and layout, correction, e-books, website design, distribution, enhancement and promotion of editorial content, marketing, digital communication, law, management) prepare students for entry into the professions of publishing, mediation and book marketing.

Skills

- Becoming familiar with the book market and understand how it changes.
- Analysing audiences and changes in their reading practices.
- Discovering professions involved in the book trade (bookshops, libraries, graphic arts, etc.).
- Developing knowledge of intellectual property and business law.
- Developing management knowledge.
- Knowing how to designing and carry out editorial projects.
- Understanding the different stages of paper and digital book production.
- Mastery of the techniques of text proof-editing and proofreading.
- Developing knowledge about graphic arts and learn about Desktop Publishing (DTP).
- Producing digital content, producing ePub files.
- Disseminating, enhancing and promoting printed and e-books.
- Proficiency in web-based writing techniques and digital mediation tools.
- Creating websites, learn web languages.
- Developing literary knowledge.
- Becoming familiar with the range of publications for young people.
- Using a foreign language in a professional context.

Course Content

The training is spread over two years. Modules are taught by specialist academics (literature, law, history of books) and practitioners (Éditions Ouest-France, Cristel, L'Atalante, Bayard, L'Apprimerie, Adilibre, Presses Universitaires de Rennes, freelance publishers, L'Atelier du Bourg, Bibliothèques de Rennes et des Champs Libres, Le Failler and Coiffard, Forum du Livre bookshops, etc.). Internships (minimum of 8 weeks compulsory in M1 and 12 weeks compulsory in M2) are subject to individualized follow-up.