

Publishing

with Dr John Maxwell and
Alessandra Bordini

Talking points

Knowledge

1. Who was Aldus Manutius?
2. What were books like before Aldus's time?
3. What changes did Aldus introduce to the way books look and feel?

Comprehension

4. How is publishing both a commercial and artistic enterprise?

Application

5. In what ways do Aldus's innovations shape your reading experiences today?

Evaluation

6. Which of Aldus's many inventions and innovations do you think has been most influential on how we read today, and why?

Activity

"Aldus and his collaborators published books with care," says Alessandra. "In doing so, they got a lot of people, across generations, to care about and enjoy books. How can we do the same when bringing the digital versions of these volumes online?"

Visit the Aldus@SFU website online (alduslibsfu.ca). Individually or in groups, choose one of Aldus's books to explore in detail. Consider the following about the book and the way it is displayed in the digital collection:

- What language is the book written in? Is it Greek, Latin or Italian?
- What kind of book is it? Does it aim to inform, instruct or entertain the reader?
- What is the book about?
- Who might have read this book during the Renaissance, and why?
- What size is the book? What does this suggest about the people who were reading it?
- How many of Aldus's innovations can you identify in the book?
- In what ways is it similar to and different from a modern book?
- What features of the Aldus@SFU website help you understand the book's historical context?
- What details show that this collection is being treated with care?
- Which aspects of the Aldus@SFU website help you engage or connect with the material? What would make the experience more fun and inspiring for you?

More resources

- Learn more about Aldus Manutius from the Smithsonian: smithsonianmag.com/travel/aldus-manutius-printing-typeface-typography-italics-venice-180956855
- The Publishers Association provides information about how a book goes from a draft written by an author to a printed book on sale in bookshops: publishers.org.uk/about-publishing/how-publishing-works