

SUBMITTING A TEXTBOOK PROPOSAL TO IIUM PRESS, INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM)

GUIDELINES FOR AUTHORS

We are very pleased that you are considering writing for publication by IIUM Press, International Islamic University Malaysia (IIUM). What follows is a brief description of what our editors might expect of a new textbook proposal and how they will consider it for publication. These notes are full but not exhaustive, since many proposals will be presented and evaluated in rather different ways and possibly at different stages. Do feel free to contact any of the editors for advice or information at any stage. We will always be pleased to hear from you.

THE OUTLINE PROPOSAL

The first thing you as an author should do is to prepare an outline proposal for your new textbook and send it to our editor. The outline should be as full as possible to enable the most effective evaluation and feedback on the proposal. Ideally this would include the following:

1 Provisional title of a proposed textbook

2 Brief synopsis of the textbook

This should be about 500 words long and summarize the topic, your aims, scope, general approach, and intended audience.

Topic: Subject of proposed textbook and level within the undergraduate curriculum.

Aims: Why is a new textbook needed? What do you think the readers will gain from it? Also, why do you wish to write the textbook?

General approach: What is the purpose of the textbook and how will this textbook achieve its aim? How would you summarize your approach to the subject?

Scope: What is included? What is left out, and why? What prior knowledge will the textbook assume? Please also give your estimate of the total number of words/printed pages, and the total number and type of illustrations.

3 The Market

Please summarise what you consider to be the market for your proposed textbook:

- What is the primary readership? (for example, 'undergraduate computing students', 'students taking an optional third year module in cognitive neuroscience')
- What are the secondary readership groups? (for example, 'postgraduates in ecology', '3rd year engineering students taking an introductory biotechnology option')
- Other readership (for example, 'professionals', 'research scientists')

For which courses will your textbook be appropriate? Suggest courses where:

- the textbook could be the sole or principal required text
- the textbook could be one of several required texts
- the textbook could be supplementary reading

Please give an indication of where, to your knowledge, such courses are and how many people take them. If you believe that there are few applicable courses at this time, but that the text will fit an *emerging* market (i.e. where courses are likely to start appearing in considerable numbers over the next few years) then please indicate this.

Where do you see the principal markets for the textbook (e.g. Middle East, Muslim Countries, UK, USA, Canada, Europe, Australasia, ASEAN and/or other) and where are the secondary markets?

Where possible, please provide names, positions, work addresses and e-mail addresses of people currently teaching courses for which this textbook would be appropriate.

4 Information on competing textbooks

Please give a list of textbooks (with as much information on length, date of publication, publisher, price, etc. as possible) that might be considered as 'competing' with your proposed textbook.

- What are their strengths, weaknesses and availabilities?
- How will your textbook differ from each?
- What are the advantages of the proposed textbook over these titles?
- If you had to come up with three unique selling points for your textbook, what would they be?

5 Full outline

Content

Please provide a list of chapters including the main subheadings of each, a short paragraph for each chapter summarising its contents, and an estimate of the number of words or printed pages in each chapter.

Artwork

Assuming illustrations are a major feature of your proposal, please specify the types (photographs/ diagrams/ tables) and approximate number in each chapter.

Pedagogical features

Please summarise the main pedagogical features that you anticipate including (for example, chapter summary, problems, glossary, further reading, web links etc.) It is also useful to see some sample material which illustrates the writing style and the features within the text [not essential, but if you have already drafted material it would be interesting to see this].

Ancillary material

Please provide details of any ancillary material that should be provided alongside the textbook, together with an explanation of why these materials would add to the educational value of the textbook. For example, do you think it would be useful for the textbook to be supported with a companion web site? If so, what material would you envisage including on the site? How would this be integrated with the textbook itself?

Likely schedule

Please indicate your expectation of the time required from the present stage to delivery of final typescript. Also, how quickly will the textbook date? How often would a new edition be required?

6 Curriculum Vitae

Please send a brief CV including:

- Full name and qualifications of authors
- Work address, telephone fax and e-mail
- Present appointments
- Career to date

EVALUATING THE PROPOSAL

Evaluating the proposal is a two-step process:

The IIUM Press editor will invite comments on your outline from a number of academic advisers teaching in the area. These referees will remain anonymous, unless they wish otherwise.

Your editor will get in touch with you after summarizing the referees' comments as soon as they are complete and you will be asked for your reaction to these comments and whether you wish to amend your outline in response to them. It is also possible that, at this stage, you will be informed that your proposed textbook has not been accepted for its publication by the IIUM Press.

THE CONTRACT

If the reviewer encourage publication, your editor will send you a draft contract. You should check that all the details of the contract (for example, details of authors, addresses, delivery date, division of royalties, payment for contributors) are correct and discuss them with your editor if necessary before returning it to IIUM Press so a final version can be drawn up for your signature. At this stage, your editor will discuss the development of the typescript and illustrations with you.

THE WRITING PROCESS

We appreciate being kept informed of your progress and will be happy to give editorial advice at any stage. As chapters are written we are keen to read them and gain feedback from lecturers which we hope will be useful to you as you progress further with the project. We advise that authors also have the material reviewed by colleagues and peers. Your editor will probably arrange meetings with you periodically to discuss progress, and answer any queries that may arise during manuscript preparation.

SUBMITTING YOUR PROPOSAL

Please send your proposal to IIUM Press Office. Please find below our contact information:-

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IIUM Press
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Jalan Gombak
53100 Kuala Lumpur

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<http://iiumpress.iium.edu.my/bookshop>

Even if you have yet to produce a proposal we would be delighted to hear from you to discuss the ideas that you have on an informal basis.

We look forward to the prospect of working with you!