

Programme

Day 1 Monday April 27

9.30 - 12.30
Evaluating textbooks
Why evaluate textbooks?
What are we evaluating?
Practical and theoretical approaches
Aims and outcomes

Lunch

14.00 - 16.30
The quality of content of textbooks
- selecting and organizing content
- modalities of content
- content and the curriculum

Day 2 Tuesday April 28

9.30 - 12.30
The pedagogical approach of textbooks
- didactical activities and assignments
- instructional strategies
- regulating the learning process
- readability of texts

Lunch

14.00 - 16.30
Authors Management

Day 3 Wednesday April 29

9.30 - 12.30
Textbook design and presentation
- lay-out
- production standards
- illustrations
- headings

Lunch

14.00 - 16.30
Marking textbooks
How to evaluate a textbook
A practical project on evaluating a textbook.

Course leaders:

Arno Reints, Director CLU; University of Utrecht, The Netherlands
James McCall, Stirling Centre for International Publishing and Communication.

Venue:

The course will be held at the University of Utrecht, The Netherlands

Cost:

The cost for the three day course will be 645 Euros.

Payment should be made by bank transfer to:

U-CLU BV

Bank: Rabobank Nederland

Banknumber: 394533208

BIC: RABONL2U

IBAN: NL 48 RABO 0394 5332 08

Registration

For registration and information, please send an email to:

a.reints@clu.nl

Registration deadline is February 24, 2009

website: www.clu.nl



Universiteit Utrecht

Centre for Educational Studies and Consultancy



Stirling Centre for International Publishing and Communication

What makes an Effective Textbook?

A three day course on textbook writing and evaluating

Audience: Educational Publishers, Teachers, Educational Quality Managers, Ministries of Education etc.

Venue: University of Utrecht, the Netherlands

Date: April 27-29, 2009

Organized by:

- o CLU, University of Utrecht
- o Stirling Centre for International Publishing and Communication



Universiteit Utrecht

Centre for Educational Studies and Consultancy



Stirling Centre for International Publishing and Communication

What makes a Good Textbook?

This is an important question for authors, teachers and publishers - and for anyone working on evaluating textbooks worldwide.

This short course has been developed by leading experts in the field who have experience of writing, publishing, evaluating and teaching.

Why and how should we try to evaluate textbooks?

Textbooks fulfil many purposes for teachers, pupils, publishers and governments.

The broad categories for evaluation are:

- Quality of content
- Pedagogical approach
- Design and presentation
- Production standards

Your own textbooks will be objects of your evaluation during the course.

Quality of Content

A critical evaluation of the quality of content is likely to include the following questions:

- Does the book successfully reflect the contents of the appropriate curriculum?
- Does the content cross-refer and integrate with other subjects in related areas of the curriculum?
- Will the book engage the reader, i.e. does it appropriately reflect his/her concerns and interests?
- Does the book help to foster an awareness of international as well as domestic issues?

Pedagogical Approach

- Are there sufficient supplementary activities or assignments and are these appropriately integrated with the text?
- Do the activities develop problem-solving skills both at an individual and group level?
- Do the activities and assignments reflect the different learning styles of students?
- Are the instructional strategies appropriate?

Design and Presentation

Although the assessment of design is highly personal and subjective, there are questions to be asked which ought to be universal and which will enable a sensible evaluation to be carried out. These questions may include the following:

- Do the headings and sub-headings make it easy to navigate around the book?
- Is the language level suitable for the intended reader?
- Is there a reasonable and appropriate balance between text and illustration?
- Are the illustrations clearly cross-referenced to the text, directly relevant to the content and not simply decorative?

Product Standards

- Is the format suitable for the environment in which the book will be used?
- Is the book well-bound?
- Is there any evidence of loose pages?
- Is the printing clear and even?