



Partnerships with editors or eLearning companies

Prof. Andreas Langlotz
Dr. Guillaume Schiltz

Department of English, University of Basel



Universität Zürich



first contact (2003)

SVC Dissemination: Deployment and maintenance

LEARNTECHNET

Innovationspreis
E-Learning
der Universität Basel

Preiskategorien:
Studierenden-Projekte
Didaktik
Design
Technologie

Preisgeld 150'000 CHF
Ausschreibung unter
<http://ltn.unibas.ch>



Mouton de Gruyter



Mouton de Gruyter is one of the leading publishers in the field of linguistics, with a particular reputation for journals, research monographs, reference works, multimedia publications, and bibliographies. We welcome all proposals in these areas and guarantee a swift review of any manuscript submitted to us.

proposal (2004)



The Mouton Interactive Introduction to Historical Linguistics of English

Product description

- audio readings of core historical texts
- multi-media visualizations of central processes of language cl
- rich illustrations of the socio-historical background

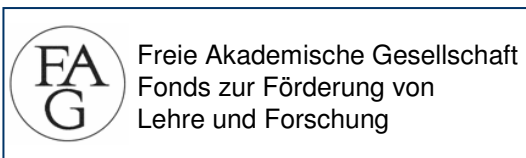
The Mouton Interactive Introduction to Historical Linguistics of English

outsourcing the content



With regard to **contents**, the e-learning project *eHistLing* provides an innovative introduction to English historical linguistics. Based on a blended-learning approach, the course combines alternative didactic pathways to create an efficient and motivating web-based learning environment that promotes online **communication and cooperation** in order to support cognitive and social networking processes.

funding & publication conditions



- funding: CHF 60'000

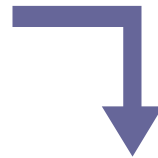


- production & marketing
- first edition of 1'500 items
- discount author copies (30%)
- royalty of 2%
- financial support: EUR 20'000

financing problems



20% overhead

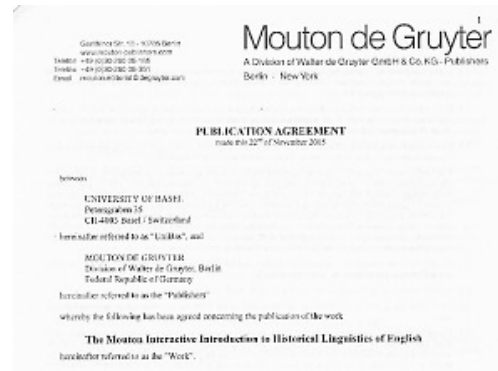


- ▶ funding remains at the publisher's disposal who commissions an external programmer

designato!de
Büro für Informationsdesign

publication timeline

- 2005 publication agreement between Unibas and Mouton



- 2007/08 first edition



conclusion

scenario:

- outsourcing the supply of eLearning content

publishers:

- are interested in publishing eLearning content
- offer suitable conditions
- have marketing experience

universities:

- are not well prepared to negotiate with publishers
- external funding is problematic