

Theory & Practice

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A Portfolio of
Student Work

by Tom McCluskey

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THIS BOOK IS A PORTFOLIO of the work that I have done as a student at Portland State University's master's in writing (publishing) program. The time at PSU has been well spent, and I've added considerably to my knowledge and skills in the two years I've spent here. Looking back on all the work I've produced has been a fascinating experience for me; reading some of my earlier papers is really eye-opening because I can see how much I take for granted now I didn't know when I began the program. At the same time, I can see that my interests have remained largely the same throughout my time here (with the possible exception of my interest in book design, which started in Dennis Stovall's Small Press Development course when the students I was working with were impressed with my cover design skills).

The portfolio follows the same flow as a book takes through the publishing process; design comes after editing but before marketing, for example, and preliminary thoughts such as what sales model to follow, and other legal or business concerns come first. Some of these sections are more theoretical in nature (such as essays about what makes a good editor), while others are practical (inserted pages from books I have designed, for example).