

## Programme

Day 1	Wednesday September 3
9.30 – 12.30	<b>Evaluating textbooks</b> Why evaluate textbooks? What are we evaluating? Practical and theoretical approaches Aims and outcomes
	Lunch
14.00 – 16.30	<b>The quality of content of textbooks</b> <ul style="list-style-type: none"><li>- selecting and organizing content</li><li>- modalities of content</li><li>- content and the curriculum</li></ul>
Day 2	Thursday September 4
9..30 – 12.30	<b>The pedagogical approach of textbooks</b> <ul style="list-style-type: none"><li>- didactical activities and assignments</li><li>- instructional strategies</li><li>- regulating the learning process</li><li>- readability of texts</li></ul>
	Lunch
14.00 – 16.30	<b>Electronic media, textbooks and the publisher</b>
Day 3	Friday September 5
9..30 – 12.30	<b>Textbook design and presentation</b> <ul style="list-style-type: none"><li>- lay-out</li><li>- production standards</li><li>- illustrations</li><li>- headings</li></ul>
	Lunch
14.00 – 16.30	<b>Marking textbooks</b> 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, Centre for Publishing Studies, University of Stirling

### Venue:

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

### Cost:

The cost for the three day course will be 595 Euros.  
Payment should be made by bank transfer to:

U-CLU BV  
Account: 8028340  
IBAN: NL 48 PSTB 0008028340  
BIC: PSTBNL21

### Registration

For registration and information, please send an email to: [a.reints@clu.nl](mailto:a.reints@clu.nl)  
website: [www.clu.nl](http://www.clu.nl)



Universiteit Utrecht

Centre for Educational Studies and Consultancy



Centre for Publishing Studies

## 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:** September 3-5, 2008

### Organized by:

- o CLU, University of Utrecht
- o Centre for Publishing Studies, University of Stirling



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## 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?