

MA Publishing

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Journalism and Publishing (L045)
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2020
Course Entry Requirements	<p>The course team welcomes applicants from a broad range of backgrounds, from all over the world.</p> <p>Students are admitted on to the course having gained the necessary entry requirements. An Honours degree of 2:1 and above is required, or an equivalent international degree. In some circumstances a 2:2 is considered (this might be based on personal circumstances or strength of interest and clear capability to undertake the course as indicated in the application form and interview).</p> <p>Educational level may be demonstrated by:</p> <ul style="list-style-type: none"> • Honours degree (named above); • Possession of equivalent qualifications; • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required; • Or a combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to formal qualifications otherwise required. <p>APEL (Accreditation of Prior Experiential Learning)</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that</p>

	<p>demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none">• Related academic or work experience• The quality of the personal statement• A strong academic or other professional reference• OR a combination of these factors <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>Language requirements</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.</p> <ul style="list-style-type: none">• IELTS 7.0 (or equivalent) is required, with a minimum of 6.0 in each of the four skills.• If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page.
<p>Selection Criteria</p>	<p>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</p> <ul style="list-style-type: none">• A demonstrable capacity for intellectual enquiry at masters level• Evidence of critical engagement with current observable trends related to publishing• Reflection on any relevant experience from your academic or professional background• A well-articulated rationale for applying to the course that demonstrates an enthusiasm for publishing• A demonstrable ability to work both autonomously and collaboratively as well as evidence of an openness to new ideas

Scheduled Learning and Teaching

During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.

Definitions of our learning and teaching modes can be found [here](#).

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	14
Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Arts	180

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Develop your intellectual, imaginative, creative and entrepreneurial skills through the synthesis of theoretical frameworks and practical approaches to publishing that situate publishing in a broader, interdisciplinary context.
Aim	Critically engage with theories of publishing, content and audience to explore and understand how to create and adapt publishing tools and processes for a variety of different creative environments.
Aim	To develop critical and analytical skills to make effective choices for the development and application of publishing media in a variety of sectors including abilities to assess risk, make decisions and solve problems in a rapidly changing environment.
Aim	Enable you to manage complexity and create and adopt systematic, interdisciplinary and evidential approaches to publishing decisions.
Aim	To hone communication abilities to synthesise and present information on publishing issues and developments directed to a variety of audiences and contexts.
Aim	Develop creative and experimental responses to the publishing environment to make published products, events and services.
Aim	To collaborate and participate in co-creation to develop creative and imaginative thinking around the development of new product ideas as well as apply management skills to bring projects to fruition.
Aim	Develop a knowledgeable and reflective approach to the working environment in which you will operate in the future, developing an entrepreneurial outlook, sensitivity to changing environments globally and building the skills of an effective life-long learner.
Aim	Enable you to conceptualise and make tangible creative and sustainable publishing ideas and solutions.
Aim	To develop intellectual and imaginative skills to conceptualise, construct and execute a piece of detailed research, critically engaging with advanced scholarship, for a fully realised major project leading to new thinking or experimentation in an aspect of publishing.

Outcome	Demonstrate theoretical and analytical understanding of the socio-economic trends impacting publishing and develop convincing theoretical frameworks in which to situate publishing in its wider creative context and to anticipate future trends (Enquiry, Knowledge).
Outcome	Demonstrate a critical and comprehensive understanding of the theoretical principles underpinning a range of publishing activities across multi-platform media (Enquiry, Knowledge).
Outcome	Make detailed, critical and considered choices around the making of practical publishing projects as well as demonstrate the ability to evaluate and assess their effectiveness (Process, Knowledge, Realisation).
Outcome	Generate new concepts and apply theoretical models and creative processes to translate these ideas into viable publishing solutions (Enquiry, Knowledge).
Outcome	Deal with complex briefs both systematically and creatively to research and develop professional standard materials to communicate conclusions and present ideas persuasively (Communication, Realisation)
Outcome	Deploy verbal, visual and written communication in a variety of media (Communication).
Outcome	Demonstrate your ability to take considered and creative approaches to collaborative projects, working in teams with other creative people, understanding how this leads to creative solutions (Enquiry, Process, Realisation).
Outcome	Take an analytical, critical, self-directed approach, exhibiting initiative and entrepreneurialism when working in professional environments (Enquiry, Communication, Process).
Outcome	Formulate, plan, conduct and critically evaluate a substantial project involving analysis of advanced scholarship and application of primary research to develop thinking around a new publishing idea or concept (Enquiry, Process, Knowledge, Realisation, Communication).

Distinctive Features	
1	Practice-Based, Enquiry-led Learning and Collaborating – LCC provides a unique creative environment to learn, experiment and connect with other creative people to bring new insights and imaginative processes to publishing.
2	Being part of an experimental publishing environment –this encompasses a variety of activities which will allow you to connect the academic and creative commercial environments as you participate events, prototype testing and research and extend your exposure to and experience working with industry.
3	Global outlook – the blend of students from different disciplines and countries within UAL ensures a creative environment; UALs links with international universities ensures you take a global approach to publishing and develop cultural competencies to embrace diversity as you become part of a globalised workforce.
4	Flexible choices for your assignments and projects to allow you to direct your postgraduate experience as you want – allowing flexibility to fit alongside your evolving professional careers.
5	Developing creativity and enterprise - Embedded throughout the course are the twin concepts of creativity and enterprise – there is emphasis on developing creative solutions while understanding the commercial application of them, focusing on understanding sustainable business environments and different innovative approaches for creative outputs.

Course Detail

MA in Publishing at London College of Communication combines theoretical and practical approaches to publishing media. Forward-thinking, creative and entrepreneurial, this course will give you hands-on experience of multi-platform publishing.

With the opportunity to develop a specialisation in magazine or book publishing you will nevertheless be introduced to concepts across both media throughout the course and explore how publishing is changing and evolving in the international arena.

With choices of assessments, you can choose your journey through the course with options for a major project that suits your interests.

What can you expect?

Practical projects and events, collaborations with other creative people, engagement with industry networks and participation in professional activities are all central to the course as you develop unique and flexible skills set for your future careers.

Throughout the course, there is a variety of teaching and learning environments including lectures, group work on practical publishing projects, simulations, hackdays, seminars and individual research projects.

You will be involved in a co-creation project working on our annual Publishing Innovation Conference which is an ideal opportunity to network.

Work experience and opportunities

You will also undertake live projects with industry – recently we have worked with the Penguin Random House and the Royal Academy of Arts. You will also have access to specialist digital publishing platforms to enable you to build your own projects and portfolio.

You will gain new perspectives on the global marketplace for publishing, by visiting another country at the international residential summer school. Specialist staff who all have experience in the industry will help you to develop a professional approach to publishing.

Mode of Study

MA Publishing is in Full Time mode which runs for 45 weeks over 12 months. You will be expected to commit 40 hours per week to study.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The MA course structure involves seven units, totalling 180 credits.

Autumn, Term 1

The first stage of the course introduces publishing theory and analyses aspects of content and audience. The focus is getting you up to speed with the publishing process from commissioning and copyright to marketing and production.

Context (20 credits)

Surveys the theoretical context and creative industries environment in which publishing sits.

Content (20 credits)

Explores aspects of content, analysing and evaluating ways to source and develop it, as well as design and produce different sorts of content in different media.

It covers the traditional commercial frameworks for books and magazines.

Audience (20 credits)

Looks at innovative and creative ways to identify and engage diverse audiences for published content.

The outcomes from this first stage of the course ensure you learn critical approaches and make connections across your growing holistic understanding of publishing and the related disciplines.

Spring, Term 2

The second stage of the course provides opportunities to develop creative and collaborative approaches to publishing. With the focus on projects, you'll have the opportunity to put your learning into practice.

As you do this, you'll have the opportunity to experiment, connect with other creative people and develop your thinking around future publishing applications.

Audience (continued)**Collaborative Unit (20 credits)**

You will produce a collaborative publication, working with other creative people to manage a publishing project to a deadline.

Future Applications for Content (20 credits)

Offers the opportunity to conceptualise an experimental publishing product or service.

Professional Practice and Enterprise (20 credits)

Starts you on your professional journey with a module where you have a choice. This can include a setting up and reflecting on work experience or developing a networking opportunity.

In this unit you will be involved in producing our annual publishing event.

Summer, Terms 3 and 4**Future Applications for Content (continued)****Professional Practice and Enterprise and Future Applications for Content (continued)
Major Project (60 credits)**

The Major Project is your opportunity to develop a significant project of your own, building on your learning from the previous stages.

Choices of output here allow you to explore a publishing idea or concept depending on your particular interests and personal approach.

You may choose to work on a dissertation, to create a publishing artefact or prototype or to put forward a business feasibility document.

All choices will involve applying primary research; a critical and analytical approach, as appropriate to a higher level of study, will be reflected across all of these options ensuring this research stage is challenging and stimulating.

Complementing the above taught and assessed learning units the course includes the following additional activities:

- Industry Guest Speakers come to run workshops, lectures and conversations throughout the course.
- Events and International Residential Summer School: This covers events and visits for learning and networking, and a residential summer school which provides the

opportunity to visit publishers outside of the United Kingdom. Here you can apply your learning to a different international publishing culture.

- There is the opportunity to apply to undertake one term at the University of Cergy Pontoise in Paris as part of the Erasmus programme.

Learning and Teaching Methods

- Lectures
- Seminars
- Practice based workshops
- Active learning on live projects
- Portfolio and project development
- Simulations
- Experiential learning from internal and external work projects
- Independent and collaborative working
- International residential visits

Assessment Methods

- Academic essays and research documents
- A portfolio of print and digital prototypes
- Critical evaluative reports
- Group presentations
- Reflective responses
- Final major project

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements
- FHEQ: Alignment to the descriptors for level 7 MA
- Alignment to the QAA level descriptors on the Quality Code and alignment to the QAA characteristics for Masters courses

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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