MA Publishing
Programme Specification 2018/19

Course AOS Code	05090		No. of Terms	4
FHEQ Level	Level 7 Masters		QAA Subject Benchmark	Communication, Media, Film and Cultural Studies

Course Credits	180
Term Duration	10 Week(s)
Valid From	September 1st 2018
Programme	Journalism and Publishing (L045)
JACS Code	P400 - Publishing

PSRB

No PSRB Assigned

Work placement offered	Yes

Collaboration

No collaboration

| Course Entry Requirements | Students are admitted on to the course having gained the necessary entry requirements. An Honours degree of 2.i and above is required, or an equivalent international degree. In some circumstances a 2.ii 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). Applicants who do not meet the standard entry requirements must provide evidence of experience, which may be considered within the AP(e)L procedures.

Language requirements (International/EU)

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 clearly 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.

- IELTS 7.0 (or equivalent) with a minimum of 6.0 in each skills is required.

- If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page **http://www.arts.ac.uk/study-at-ual/language-centre/english-language-support/language-requirements/** |

	• International Applicants – visit the Support for International Students page **http://www.arts.ac.uk/lcc/courses/support-for-international-students/** for contact details for International Admissions **Deferring an offer:** Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be held for one year. **Making a deferred application:** Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application.
Selection Criteria	• 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

Introduction and Outline

Summary and Aims

Introduction to Course

Publishing is a growing and diverse field that encompasses many sorts of outputs across many different consumer and specialist sectors. This MA in Publishing aims to equip you with the practical and theoretical knowledge to operate at a professional level in a range of publishing, communication, media and creative industries.

The course takes a practice-based, enquiry-led approach. It provides an arena in which you can build publishing knowledge, create books, magazines and digital products and services, experiment with different outputs, present publishing ideas, incubate viable commercial concepts, develop research and connect with the wider UAL community.

The emphasis is on developing theoretical knowledge, critical analysis, imaginative approaches and sound judgement for a variety of multi-platform publishing environments. You will make and test print and digital prototypes and evaluate commercial applications for them, exploring ways to experiment as well as anticipate new trends that will extend the boundaries of publishing.

The course is exceptional in being situated in an Arts University at the heart of London. It is well-placed to draw on the expertise from across the University such as graphic designers, illustrators, animators and games developers as well as the many media and arts organisations in the city. The course team all have experience working and consulting in the industry alongside carrying out teaching and research. In addition a wide range of industry experts and guest speakers provide further opportunities for you to talk directly to creative professionals and build your network.

The course is designed to encourage participation and creative collaboration in publishing projects. There is emphasis on ensuring you have a range of experiences reflecting the industry in which you will operate. Past projects include collaborations with large companies such as Time Inc., Hachette and Penguin Random House, and organisations such as the British Library and the Design Museum as well as working with smaller creative companies such as Stack, Edition Digital and Readbug. You will work on the annual Publishing Innovation Event, an excellent opportunity to lead publishing debates and network with industry leaders. You will also participate in an international residential school where you have the opportunity to develop cultural competencies as you explore different publishing cultures.

The course will prepare you for a future in publishing across consumer and specialist sectors as well as expand knowledge and application of publishing concepts into the wider creative industries, whether employed or self-employed. The course will enable you to be flexible and adaptable for the sorts of exciting new roles that are appearing around publishing. You will also be able to develop academic skills and methodologies to move further with research in the arena.

The course has a strong emphasis on professional development covering skills to set up and manage enterprises as well as work entrepreneurially within organisations. Developing critical, creative and commercial responses to the changing environment is central. It aims to ensure you are equipped to make effective decisions, take the initiative and spot opportunities so you become a reflective, life-long learner who can successfully direct your creative career in a constantly changing field.

Throughout the course you can make choices depending on your interest so your MA is unique to you. Whether you are interested in pursuing academic research, more engaged with creative outputs or keen on developing an industry focus to your practice, elements of the course are bespokable to suit your needs and ambitions. Experiencing the dynamic between these elements is also key to your experience at UAL. Throughout the MA these choices ensure you can take an individual journey through the course, creating a unique and enriched skills profile for yourself so you stand out in your field.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Distinctive Features

	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 - the course is part of a publishing hub at LCC: this encompasses a variety of activities which will allow you to connect the academic and creative commercial environments as you participate in live projects , events, prototype testing and research and extend your exposure to and experience working with industry.
3	Emphasis on hands-on experience - using our excellent UAL facilities you can make and experiment with physical and digital published products, books and magazines for a variety of contexts.
4	Global outlook - the blend of students from different disciplines and countries within UAL ensures a creative environment; this together with the international residential summer school and UALs links with international universities ensures you take an global approach to publishing and develop cultural competencies to embrace diversity as you become part of a globalised workforce.
5	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.
6	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.

Years

Year 1

Credits	180	**Percentage of Scheduled Learning**	17

Exit Awards Postgraduate Certificate (Exit Only)
Exit Awards Postgraduate Diploma (Exit Only)

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 and live industry projects 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 **(Research, Analysis, Subject Knowledge).**
Outcome	Demonstrate a critical and comprehensive understanding of the theoretical principles underpinning a range of publishing activities across multi-platform media **(Analysis, Research, Subject 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 **(Analysis, Technical, Competence).**
Outcome	Generate new concepts and apply theoretical models and creative processes to translate these ideas into viable publishing solutions

	(Experimentation, Collaborative or Independent Working, Communication & Presentation).
Outcome	Deal with complex briefs both systematically and creatively to research and develop professional standard materials to communicate conclusions and present ideas persuasively **(Research, Communication & Presentation, PPD)**
Outcome	Deploy verbal, visual and written communication in a variety of media **(Communication and Presentation and Technical Competence).**
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 **(Research, Technical Competence, Collaborative and Independent Working, PPD).**
Outcome	Take an analytical, critical, self-directed approach, exhibiting initiative and entrepreneurialism when working in professional environments **(Analysis, PPD).**
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 **(Research, Analysis, Subject Knowledge, Experimentation, Communication & Presentation, Collaborative or Independent Working).**

Course Diagram | MA Publishing 2018-19

Autumn Term (Term 1 | 10 Weeks)	Spring Term (Term 2 | 10 weeks)	Summer Term (Term 3 | 10 weeks)	Undergraduate Summer Period (14 weeks)	Autumn Term (Term 4 | 10 weeks)

Week 0, week 1, week 2, week 3, week 4, week 5, week 6, week 7, week 8, week 9, week 10

Week 11, Week 12, Week 13, Week 14, Week 15, Week 16, Week 17, Week 18, Week 19, Week 20

week 21, week 22, week 23, week 24, week 25, week 26, week 27, week 28, week 29, week 30, week 31, week 32, week 33, week 34, week 35

week 36, week 37, week 38, week 39, week 40, week 41, week 42, week 43, week 44, week 45, week 46

Freshers Week

Christmas Break

Easter Break

Induction Week

Context (20 credits) **S** Context cont'd **S**

Content (20 credits) **S**

Audience (20 credits)

S

Collaborative Unit (20 credits) **S**

Future Application for Content (20 credits)

Professional Practice and Enterprise (20 credits)

Professional Practice and Enterprise cont'd **R** **S**

Major Project (60 credits)

PG Summer Break Independent Study / Writing Up Period

PG Overlap Period with new year intake Sept 2019

Major Project cont'd **S**

S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)   R = Residential

Formative assessment points will be indicated by your tutor in your unit handbooks or assignment brief