

**BA (Hons) Magazine Journalism and
Publishing
Programme Specification
2021/22**

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| Awarding Body | University of the Arts London |
| College | London College of Communication |
| School | Media |
| Programme | Journalism and Publishing (L045) |
| FHEQ Level | Level 6 Degree |
| Course Credits | 360 |
| Mode | Full Time |
| Duration of Course | 3 years |
| Valid From | September 1st 2021 |
| Course Entry Requirements | <p>Home/EU/International</p> <p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p>The standard entry requirements for this course are as follows:</p> <p>80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Merit, Merit, Pass at BTEC Extended Diploma (preferred subjects: Creative Media and Journalism, Business/ Business Studies, IT & Computing, Media). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Journalism, Digital and Creative Media, |

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| | <p>Marketing, Humanities and Social Sciences).</p> <ul style="list-style-type: none"> • OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum <p>And 3 GCSE passes at grade 4 or above (grade A*-C).</p> <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 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; • 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>English Language Requirements (International/EU)</p> <p>IELTS level 6.5 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main English language requirements page for more information.</p> <p>All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.</p> |
| Selection Criteria | <p>The details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> ▪ A considered and demonstrable interest in and appreciation of the subject disciplines. ▪ An understanding of the need for a critical and analytical approach (through research and practice) to this area of study. ▪ Commitment to the study and development of your |

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| | own creative practice and subsequent career opportunities. |
| 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. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings. |

Awards and Percentage of Scheduled Learning

Year 1

| | |
|---|----------------|
| Percentage of Scheduled Learning | 23 |
| Awards | Credits |
| Certificate of Higher Education | 120 |

Year 2

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|---|----------------|
| Percentage of Scheduled Learning | 20 |
| Awards | Credits |
| Diploma of Higher Education | 120 |

Year 3

| | |
|---|----------------|
| Percentage of Scheduled Learning | 14 |
| Awards | Credits |
| Bachelor of Arts | 360 |

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

| Aim/Outcome | Description |
|-------------|--|
| Aim | Develop an understanding of the cultural, social and historical frameworks appropriate to the study of magazine journalism and publishing |
| Aim | Enable you to become a reflective practitioner and to develop critical and reasoning skills, through analysis of magazine media and discussion of related business, legal, ethical and professional issues |
| Aim | Develop the practical and technical skills to create multimedia content for a range of audiences and contexts underpinned by creative approaches and commercial imperatives |
| Aim | Develop the communication skills necessary for the effective exchange of ideas, information and team working in preparation for careers in the creative industries |
| Aim | Provide the structure in which you can develop and apply in practice a wide range of research methods and skills appropriate to magazine media |
| Outcome | Communicate ideas, problems and solutions relevant to specific magazine markets and audiences (Communication, Knowledge, Process); |
| Outcome | Demonstrate an understanding of key theoretical issues in magazine media and the legal, business, cultural, and social contexts in which magazine journalists and publishers work (Enquiry, Knowledge); |
| Outcome | Apply practical and technical skills to create and curate magazine media artefacts across multi-platforms and build up a portfolio of work (Knowledge, Realisation); |
| Outcome | Work independently and collaboratively to manage editorial and production processes relevant to magazine publishing (Communication, Process); |
| Outcome | Apply research methods in magazine media and academic contexts (Enquiry); |
| Outcome | Pursue a range of potential careers in journalism, publishing and the wider media or further study (Realisation); |

| Distinctive Features | |
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| 1 | EMPLOYABILITY – Based in one of the global capitals of publishing, students are well placed to gain work experience before embarking on a career in the industry. The course provides an excellent grounding for jobs in magazine journalism, design and business, as well as the broader media industry such as PR, content marketing and corporate communications. |
| 2 | PRACTICE-BASED – A mix of content creation and commissioning with hands on experience of producing multiplatform magazines. Students learn to manage the publishing process from idea to publication, experimenting with new treatments and digital publishing tools. They can showcase their work via zine, blogs, social media and, of course, magazines, and in public exhibitions at LCC. |
| 3 | DIVERSITY – Includes a global student cohort, mentoring schemes, opportunities for working with partner universities, networking with campaigning organisations like Women in Journalism and Refugee Journalism Project and opportunities for collaboration with other courses. |
| 4 | COMMERCIAL UNDERSTANDING – A focus on the business of publishing, locates magazines within a broader context. Students consider how to identify existing and potential markets for their magazine concepts, as well as how to launch them and how to build audience engagement in order to achieve sustainability and growth. |
| 5 | INDUSTRY LINKS – The course hosts guest lectures from alumni, prominent journalists and publishers and prospective employers as well as offering opportunities for collaboration on live projects. Staff have worked for major magazine publishers, newspapers, broadcast organisations, customer magazines and digital publishers |

Course Detail

On BA (Hons) Magazine Journalism and Publishing, you'll explore multiplatform magazines through a combination of theory and practice.

Throughout your degree, you'll meet other creatives, develop a range of journalism and publishing skills and, of course, make and learn about magazines – a fascinating media sector of cultural, commercial and technological change.

What to expect

Through lectures, workshops and practical projects alongside access to industry-standard equipment and facilities, you'll develop the necessary creative skills to manage the publishing process from idea to publication.

- You'll have opportunities to collaborate with media partners and visit major publishing companies.
- Journalism and publishing are treated as interconnected activities – just like in the industry. You'll learn the editorial, design and production skills needed to plan, commission and produce print and digital publications.
- In a rapidly-changing media environment, you'll draw on your publishing knowledge to track existing and potential markets, building the relationship between audience and editorial that defines the magazine form.
- As platforms and technology evolve, you'll chart the development of a broad range of publications across sectors, genres and formats, and respond with new ideas for content and treatments. You'll consider magazines as interconnected functions, relationships and processes.
- You'll graduate with a comprehensive understanding of the magazine publishing environment, a creative and business publishing portfolio, and a diverse range of skills that are applicable across many fields.

Work experience and opportunities

Throughout your degree, you'll have invaluable access to the publishing industry through guest lectures, alumni visits, employability events and masterclasses. You'll also have opportunities to build your confidence and industry engagement through a mentorship programme.

In Year 2, the Professional Practice unit will offer you the choice of undertaking a work placement or collaborating on a live industry brief, while the Entrepreneurial Practice unit in Year 3 will enable you to focus on career options post-graduation.

Our students regularly secure placements with media companies including Harpers and Queen, Glamour, Elle, Dazed, National Geographic, Hearst Magazine Group and News UK,

as well as in the broader fields of PR and marketing.

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications;

Diploma in Professional Studies (DPS): An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing: An optional, year-long opportunity which allows you to develop the computational skills that are shaping the future of the digital creative industries. After successfully completing the Diploma and the final year of your undergraduate degree, you'll graduate with an enhanced degree title: for example, BA (Hons) Magazine Journalism and Publishing (with Creative Computing).

Mode of study

BA (Hons) Magazine Journalism and Publishing runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

In common with all courses at the University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points.

To be awarded the BA (Hons) Magazine Journalism and Publishing qualification, you need to accumulate a total of 360 credits. All modules listed below are compulsory.

Year 1

In the first year of the course, you'll be introduced to the core skills of journalism and production while gaining an overview of the magazine environment, including defining what magazines are today and their publishing processes and priorities.

Introduction to Magazine Journalism and Publishing (20 credits)

You'll be introduced to the course, key approaches for the study of magazines, and skills required for independent and collaborative learning.

Exploring Magazines (20 credits)

This theoretical unit situates magazine publishing within a broader cultural and social

context. You'll begin to grasp the subtleties of how publishers have defined and responded to the needs of their audiences.

Essential Journalism Skills (20 credits)

You'll develop the basic skills of producing magazine journalism for print and online, and focus on shaping your content to fit the editorial ethos and tone of voice of specific publications.

Multiplatform Journalism (20 credits)

You'll be introduced to multiplatform content creation and the role of the editor in developing cross-platform editorial treatments. You'll put forward a strategy to promote your work on social media.

Law and Ethics (20 credits)

This unit covers the legal and ethical boundaries within which journalists and publishers operate, including defamation, privacy, contempt and copyright.

Art, Design and Production (20 credits)

You'll focus on the magazine production process and learn how to use industry-standard software for designing across print and digital platforms. In doing so, you'll consider how visual aspects contribute to the personality and editorial tone of a publication.

Year 2

You'll draw together learning gained on individual units in Year 1, and focus on collaboration and experimentation via individual and group projects. You'll develop your professional skills through an industry placement or live industry brief, and in the Option Unit, you'll have the opportunity to choose from a number of topics – giving you the flexibility to follow areas of particular interest.

The Business of Magazines (20 credits)

You'll learn more about magazines as commercial entities, investigating the methods publishers employ to generate sustainability and growth.

Multiplatform Magazine Publishing (40 credits)

As part of a team, you'll conceive, create and publish a multiplatform magazine. You will further develop your journalism, editing and production skills while also drawing on publishing business skills to develop the brand while growing your readership and

community.

Option Unit (20 credits)

You'll choose to pursue academic or practice-based research in a specific area of journalism or publishing. Topics may include branded content, social justice journalism, or magazine design and branding.

Researching Magazines (20 credits)

You'll explore a combination of theories for analysing magazine publishing activities alongside essential academic skills to prepare for Year 3's Dissertation Unit, such as the use of sources, research methods and how to write a literature review.

Professional Industry Practice (20 credits)

You'll have a choice of either completing a period of work experience or collaborating on specific briefs provided by media industry partners.

Year 3

You'll bring together all of your learning across the previous 2 years, giving you the opportunity to create work according to your areas of interest, and to demonstrate your ability to work independently with a high degree of professionalism.

Final Major Project (60 credits)

You'll use a range of journalistic, editorial, organisational and business skills to create – and, if you wish, to launch - a new magazine publishing project of your choice.

Dissertation (40 credits)

You'll write a dissertation on a magazine-related topic, carrying out relevant primary and secondary research under 1-to-1 supervision. This also offers great preparation for further study at MA level.

Creative Futures (20 credits)

You'll have the opportunity to focus on career options, preparing you for life post-graduation.

Learning and Teaching Methods

- Workshops

- Lectures
- Seminars
- Online tasks and engagement
- Directed reading
- Outside speakers and visits
- Work placement
- Assessed assignments

Assessment Methods

- Reflective statements
- Presentation
- Portfolios of journalistic and publishing work
- Essays
- Projects
- Research papers and reports

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level descriptors
- University of the Arts London Access and Participation Plan
- University of the Arts London guidance for inclusive, teaching and learning
- University of the Arts London Creative Attributes Framework
- The London College of Communication policies and initiatives
- UK Quality and Assurance Agency (QAA) UK Quality Code for Higher Education
- UK Quality and Assurance Agency (QAA) benchmark statement for Communication, Media, Film and Cultural Studies
- Course forums whereby students on this and similar courses had direct input into course design and structure
- External academic peer review
- Internal academic peer review
- Industry panel feedback

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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