

BA Magazine and Journalism 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 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2020
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,

	<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

	<p>own creative practice and subsequent career opportunities.</p>
Scheduled Learning and Teaching	<p>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.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	24
Awards	Credits
Certificate of Higher Education	120

Year 2

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	Develop critical and reasoning skills through analysis of magazine media and discussion of related business, legal, ethical and professional issues
Aim	Enable you to become a reflective practitioner within the field of magazine journalism and publishing and a self-directed independent learner
Aim	Develop the practical skills of multimedia magazine journalism and publishing underpinned by creative approaches and commercial imperatives
Aim	Develop the communication and management skills necessary for the effective exchange of ideas, information and team working essential to magazine journalism and publishing
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
Aim	Prepare students to work in a range of jobs in magazine media and related areas
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 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 (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
1	The London College of Communication is an established and highly-regarded institution for the teaching of publishing, journalism and design, with long-standing links with the media industry.
2	Professional links with major and independent publishing companies as well as creative hubs, fostered through guest lectures, industry visits, events and master classes
3	A unique tripartite focus on journalism, the business of publishing and the skills of magazine production
4	Geographical location in London close to the independent magazine scene, global media corporations and customer publishing agencies
5	Core journalism skills are contextualised by embracing the commercial imperatives of the evolving publishing industry
6	Technical support around new digital publishing platform tools as well as access to traditional lithographic printing facilities
7	A focus on production skills appropriate to multimedia platforms and the renewed interest in print formats
8	Staff who have extensive industrial and research experience in consumer and customer magazine publishing in areas that include music and lifestyle journalism as well as publishing and media management
9	LCC's creative environment of media and design students provide fertile ground for inspiration and collaboration
10	Opportunities to engage with the hands-on creation and production of magazine products in multiple platforms
11	Development of entrepreneurial and creative management skills needed for launching, making and running a magazine

Course Detail

As a specialist institution, London College of Communication provides the teaching of magazine publishing and journalism in a thriving academic and vocational environment of media and communication.

Located in central London, LCC benefits from links with a number of major media organisations and publishers based in the Capital. These are reinforced via guest lectures, conferences and masterclasses to give our students invaluable access to the publishing industry.

What can you expect?

There are two main strands to the course: editorial and publishing.

Editorial is practice-based and focuses on the creation of magazine content. Students learn the editorial and production skills necessary to plan, commission and produce both print and digital magazines.

Throughout the three years of the course, collaborative and individual projects create opportunities for students to generate original editorial products.

Publishing complements our editorial strand by introducing the business side, including analysing existing and potential markets and readerships.

Students develop strong media management and entrepreneurial skills to enable the production of business plans directed towards magazine launches, financially sustainable online media and pitching for branded media projects.

Industry experience: Our two strands combined enable students to develop a toolkit of transferable skills, crucial for working in the new multi-platform media environment.

Practically, this experience includes the craft of writing and creating magazines, culminating in students producing their own creative and business publishing portfolio.

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

Year 1 is a broad introduction to all aspects of conceiving, creating, producing and publishing magazines – both practically and contextually.

Introduction to Magazine Journalism and Publishing (20 credits)

Provides an introduction to core themes and practices that characterise the course and to the College and its learning environment. Students will have a series of inductions to college facilities such as book-binding, the print room and the photography studio.

Essential Journalism Skills (20 credits)

Students will learn the core skills of effective story telling, such as researching, news gathering and interviewing, to create engaging news and features for magazine markets.

Magazines and Culture (20 credits)

Provides a thorough introduction to the history and culture of the magazine from the 18th century to the present day. Students look at different magazine genres from lads mags to celebrity titles, women's publications to digital artefacts, and draw on international perspectives.

Lifestyle Journalism (20 credits)

Develops core journalism skills to create a range of written lifestyle features for consumer and customer magazines.

Art, Design and Production (20 credits)

Introduces the techniques and tools involved in magazine design - namely typography, picture editing and page layout through the creation of digital and print zines.

The Magazine Industry (20 credits)

Outlines the commercial aspects of magazine publishing, drawing on case studies, histories and theoretical analysis to understand how magazines identify and maintain their market position.

Year 2

Year 2 offers opportunities for collaboration, experimentation and specialization via individual and group projects and real industry briefs. Students also deepen their understanding of the publishing business and examine current and future trends within the industry.

The Business of Magazines (20 credits)

Places an emphasis on the importance of the economic imperative of sustainability and growth for media products, the understanding of 'audience' and market segments and the managing of creativity.

The Business Plan (20 credits)

A hands-on exploration of the importance of establishing financial and commercial structures in the publishing industry, skills developed include: market analysis, assessing the competition and managing human resources.

Print Magazines Production (20 credits)

An editorial project based around the creation of a print magazine from initial idea to final product.

Researching Magazine Contexts (20 credits)

Drawing on media and cultural theory, this unit examines historical, current and evolving issues and trends within publishing and media industries.

Digital Magazine Production (20 credits)

Students conceive, design and build their own digital magazine. This project includes the production of text, audio, video and other forms of content alongside platform-reader interactivity.

Collaborative Project (20 credits)

Working for an external client this unit provides real-life commercial experience. Student teams, with specific roles and responsibilities, provide the research, analysis, concept generation, and communication towards a final publishing solution.

Year 3

Year 3 enables students to bring together all that they have learned – conceptually and

practically - via an in-depth research project; to engage with professional practice through the creation of a high-quality client magazine (the ultimate live brief) and consider the relationship between publishing, management and the creative industries

Client Publishing Project (40 credits)

Working to a detailed brief, students will learn how to manage an editorial project, taking on roles in areas such as planning, commissioning or producing high-quality content across a number of genres and media. This will be fulfilled alongside broader publishing functions including promotion, advertising sales and distribution.

Media Management (20 credits)

In the era of multi-platform media, magazine publishers are now a myriad of entities, from large digital global media companies through to small creative enterprises, 'independents'.

This unit examines this media industry diversity with a focus on the organisations involved, the processes underway and patterns of commercial success.

Final Major Project (60 credits)

Students have the opportunity to pursue an extended piece of work on a topic in which they have a special interest either through the creation of an original editorial artefact such as a print magazine or digital product or by researching a specific area relevant to the course via a formal dissertation.

Learning and Teaching Methods

- Workshops
- Lectures
- Seminars
- 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
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Course Diagram

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								
Level 4 – Year 1																																						
Block 1															Block 2																							
Intro to Magazine, Journalism & Publishing (20CR)				S											Lifestyle Journalism Practice (20CR)										S													
				Essential Journalism Skills (20CR)								S				S	The Magazine Industry (20CR)											S										
				Magazines & Culture (20CR)											S																							
Level 5 – Year 2																																						
Block 1															Block 2																							
The Business of Magazines (20CR)								S	The Business Plan (20CR)								S	Collaborative Project (20CR)										S										
Print Magazine Production (20CR)							S	PMP (cont)							S	Digital Magazine Production (20CR)											S											
															Researching Magazine Contexts (20CR)											S												
Level 6 – Year 3																																						
Block 1															Block 2																							
Client Publishing Project (40CR)														S	FMP (cont)										S													
Final Major Project (60CR)																																						
Media Management (20CR)										S																												

End of Block

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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