

MA Publishing

Programme Specification 2019/20

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 2019
QAA Subject Benchmark	Communication, media, film and cultural studies
UAL Subject Classification	Journalism, PR, media and publishing
JACS Code	P400 - Publishing
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
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;

	<ul style="list-style-type: none"> • 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 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.
Selection Criteria	<ul style="list-style-type: none"> • A demonstrable capacity for intellectual enquiry at masters level

Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:

- Evidence of critical engagement with current observable trends related to publishing
- Reflection on any relevant experience from your academic or professional background
- Evidence of ability to undertake extended pieces of academic writing and well as capacity for independent study and collaborative working.
- A well-articulated rationale for applying to the course that demonstrates an enthusiasm for Publishing

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	17
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 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 (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 – 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.

Course Detail

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 bespoke 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.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits, with the maximum unit size being 60 credits.

The MA course structure involves seven units, totalling 180 credits. If you are unable to continue or decide to exit the course, there are two possible exit awards; a **Postgraduate Certificate** will be awarded on successful completion of the first 60

credits and a **Postgraduate Diploma** will be awarded on successful completion of the first 120 credits.

In order to be awarded a Master Degree you must successfully complete 180 credits. The final award classification is comprised of the marks from the final major project unit only.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

Learning and Teaching Methods

- Lectures – teaching focused on providing theoretical groundings
- Seminars – aiming to develop critical thinking and confidence in discussion and presenting ideas, and apply learning to specific situations
- Practice based Workshops- across all the parts of the course developing skills and competencies with opportunities to understand how these can be effectively applied in different situations; workshops will develop along mini-projects/briefs to build depth within each practice area
- Active learning on live projects - enquiry-based learning followed up with reflective thinking time
- Portfolio & project development – the concept of portfolio for publishing will be developed and opportunities to support independent development of skills and initiatives
- Simulations – students participate in simulated environments to develop understanding of how to apply thinking in work place environments (eg hackday)
- Experiential learning from internal and external work projects, work experience and the work on the annual Publishing Innovation conference
- Independent and collaborative working – the course aims to facilitate opportunities to develop these skills both in terms of group projects but also in taking initiative and responsibility to develop a major project
- International residential visit to see how publishers operate in different international environments, develop cultural competencies, explore networking and issues of diversity in a wider context as well as think ‘outside’ the box by experiencing creative approaches to different aspects of cultural content.

Assessment Methods

- Academic essays and research documents
- Development of portfolio of print and digital prototypes
- Critical evaluative reports
- Group presentations on project briefs with critical rationales

- Reflective responses

Some choices are available for students to develop their own journey for the final major project – these are:

- Dissertation
- Research and critical evaluation of the process for developing an artefact or prototype
- Business development research and proposal

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

Course Diagram | MA Publishing

		Autumn Term (Term 1 11 Weeks)										Spring Term (Term 2 10 weeks)										Summer Term (Term 3 15 weeks)										Undergraduate Summer Period (14 weeks)														Autumn Term (Term 4 10 weeks)																																																	
		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		Week 47	
Freshers Week	Start of Undergraduate Year	Context (20 credits)		S		Context cont'd		S		Christmas Break										Content (20 credits)		S		Audience (20 credits)		S		Easter Break										Collaborative Unit (20 credits)		S		Future Application for Content (20 credits)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S		PG Summer Break Independent Study / Writing Up Period														Freshers week		Start of Undergraduate year		PG Overlap Period with new year intake										Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		Major Project cont'd		S									
		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)		S		Professional Practice and Enterprise (20 credits)		PP & E cont'd		R		S																Freshers week		Start of Undergraduate year												Major Project (60 credits)		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)

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

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

© 2019 University of the Arts London