

**BA (Hons) Magazine Journalism and
Publishing**

Programme Specification 2019/20

BA (Hons) Magazine Journalism and Publishing

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 2019
QAA Subject Benchmark	Communication, media, film and cultural studies
UAL Subject Classification	Journalism, PR, media and publishing
JACS Code	P400 - Publishing
UCAS Code	V0G3
PSRB	N/A
Work placement offered	Yes
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>

- 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, Marketing, Humanities and Social Sciences).
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.

And 3 GCSE passes at grade 4 or above (grade A*-C).

APEL - Accreditation of Prior (Experiential) Learning

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:

- Related academic or work experience;
- The quality of the personal statement;
- A strong academic or other professional reference;
- A combination of these factors.

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English Language Requirements (International/EU)

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.

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.
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 own creative practice and subsequent career opportunities.

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	28
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	27
Awards	Credits
Diploma of Higher Education	120

Year 3

Percentage of Scheduled Learning	15
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

The BA (Hons) Magazine Journalism and Publishing is a distinctive course that combines the practical and technical skills of journalism, editing and production with a contextual understanding of publishing business within the creative industries.

The degree has been developed in response to a huge change in media and magazine consumption, where the world of publishing exists inside and outside of the media industry, from customer publishing to in-house communications. There is also a vibrant independent magazine scene whose epicenter is London, part of a renaissance for the printed page. Today more magazines are published than ever, and across many platforms.

The London College of Communication has a rich history of teaching magazine publishing and journalism and boasts distinguished alumni. Based in central London, it benefits from links with major media organisations and publishers. Guest lectures, conferences and master classes give students access to a range of high profile industry speakers.

There are two main strands to the course. The first strand, Editorial, is practice based and focuses on the creation of magazine content and the curation of its narratives. Students will learn the editorial and production skills and processes necessary to plan, commission and produce both print and digital magazines. They will do this by working on a range of publications and by having the opportunity to generate their own original publishing projects.

In the second strand, Publishing students will analyse readerships and develop strong creative media management skills that are directed to launching magazines or working collaboratively to create a branded media project. Students will develop good research, communication and analytical skills that are important to the modern media environment.

The two strands combine to offer a broad approach to the study of journalism and publishing that will enable students to develop a 'toolkit' of transferable skills crucial for practitioners working in the new multi-platform environment.

By the end of the degree, students will have a portfolio of magazine content and projects to show potential employers as well as an extensive network of contacts developed during their three years at university.

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 year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

Each unit is credit-rated; the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Hons) degree.

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.

In Year One, more emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Under the Framework for Higher Education Qualifications the Levels for a BA are:

Level 4 (which is stage 1 of the course), Level 5 and Level 6.

There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed.

If you are unable to continue or decide to exit the course, a **Certificate of Higher Education (Cert HE)** will be awarded following the successful completion of Level 4, or a **Diploma in Higher Education (Dip HE)** following the successful completion of Level 5.

In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is comprised of the marks from Level 6 units only, weighted according to their credits.

For more detailed information regarding your course's contact hours please check

Moodle and **'My Contact Hours'**, which can be accessed through <https://mycontacthours.arts.ac.uk/>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page https://mytimetable.arts.ac.uk/timetable_navigate/

Year One

Introduction to Magazine Journalism and Publishing (20 Credits)

Essential Journalism Skills (20 Credits)

Lifestyle Journalism Practice (20 Credits)

Magazine and Culture (20 Credits)

The Magazine Industry (20 Credits)

Art, Design and Production (20 Credits)

Year Two

Print Media Production (20 Credits)

The Business of Magazines (20 Credits)

The Business Plan (20 credits)

Researching Magazine Contexts (20 credits)

Digital Magazine Production (20 Credits)

Collaborative Project (20 Credits)

Year Three

Client Publishing Project (40 Credits)

Final Major Project (60 Credits)

Media Management (20 Credits)

Learning and Teaching Methods

The above programme outcomes are taught using the following learning and teaching methods:

- Workshops
- Lectures
- Seminars
- Directed reading
- Outside speakers and visits
- Work placement
- Assessed assignments

Assessment Methods

The above course outcomes are assessed using the following 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

BA Magazine Journalism & Publishing 2019 / 2020

BLOCK-BASED STRUCTURE		Block 1										Block 2																				
	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
YEAR 1	Freshers Week	Intro to Mag Journalism & Publishing (20CR) S											Christmas Break	Essential Journalism Skills S				End of Block	Lifestyle Journalism S				Easter Break	Practice (20CR) S				Activities Week	The Magazine Industry S			
		Magazines & Culture (20CR)												Cont. (20CR) S					The Magazine Industry and Production (20CR) S													
		Block 3												Block 4					Block 6													
YEAR 2		The Business of Magazines (20CR) S											Christmas Break	Bus. Plan (20CR) S				Easter Break	Project (20 CR) S													
		Print Magazine Production S cont												cont (20CR) S					Production (20CR) S													
YEAR 3		Block 5											Christmas Break	Client Publishing Project S				Easter Break	Cont (60CR) S													
		Final Major Project												cont					Cont (60CR) S													
		Media Management S																														

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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