

MA Publishing

Programme Specification 2021/22

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 2021
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; • 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</p>

	<p>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	<p>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</p> <ul style="list-style-type: none">• 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

	<ul style="list-style-type: none">• A demonstrable ability to work both autonomously and collaboratively as well as evidence of an openness to new ideas
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	14
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	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	Develop tangible, creative and experimental responses to the publishing environment to make sustainable and inclusive published products, events and services for diverse audiences
Aim	To collaborate to develop creative and imaginative thinking around the development of new product ideas as well as apply project management skills, design thinking and digital collaborative working to bring projects to fruition
Aim	To foster a knowledgeable and reflective approach to the working environment, developing a professional presence and engaging in key publishing debates such as innovation, diversity and sustainability, so challenging thinking, leading discussions with industry and building the skills of an effective life-long learner.
Outcome	Demonstrate theoretical and analytical understanding of the socio-economic trends impacting publishing within the wider creative context and develop a critical understanding of the theories and processes of publishing across multi-platform media (Enquiry, Knowledge).
Outcome	Make detailed, critical and considered choices around the creation of publishing products, services and events, and demonstrate the ability to collaborate effectively to deliver publishing projects and to evaluate and assess the outcomes (Process, Realisation).
Outcome	Generate innovative print and digital concepts and apply theoretical models and creative processes to translate these ideas into viable publishing projects (Enquiry, Knowledge).

Outcome	Take an analytical, critical, self-directed approach, exhibiting initiative and entrepreneurialism when working in professional environments as well as present ideas persuasively in industry settings (Enquiry, Communication).
Outcome	Formulate, plan, conduct and critically evaluate a substantial academic project involving analysis of advanced scholarship and application of primary research to develop thinking around a publishing issue or challenge (Enquiry, Process, Knowledge, Realisation, Communication).

Distinctive Features	
1	Theory and practice - Unique blend of theory and practice that provides opportunities to learn by experimenting, making use of the print and digital facilities at LCC, underpinned by theoretical frameworks and research
2	Innovation - Centres on ways to innovate and research publishing solutions, exploring new publishing ecosystems, engaging diverse audiences and developing forward-thinking approaches to multi-platform media
3	Creativity and enterprise – at the heart of publishing - Embedded throughout the course are the twin concepts of creativity and enterprise – there is emphasis on taking the initiative and developing creative solutions, while recognising the commercial application of them
4	Collaborative working - Emphasis on collaborative working – by bringing together our creative and diverse student cohort through project-based learning this course focuses on the creative collaboration which sits at the heart of publishing
5	Professional/industry-facing - The course is industry-facing and allows you flexibility to take different directions according to your interests, supporting you as you develop self-efficacy, expand your unique skillset, build your own professional networks, think globally and position yourself in the creative sector.

Course Detail

MA Publishing combines theoretical and practical approaches to publishing media. Creative and entrepreneurial, this course will give you hands-on experience of multi-platform publishing. You'll gain a holistic and critical understanding of print and digital publishing which you'll put into practice through project-based working, developing creative content and exploring innovative ways to engage new audiences.

With the opportunity to specialise in magazine or book publishing through your choice of assignments, you'll be introduced to concepts across both media, building your transferable skillset while exploring the evolution of publishing as a creative industry.

You'll choose your own journey through the course, developing industry-facing and academic skills before completing a major project that suits your interests.

What to expect

- You'll develop a unique and flexible skillset for your future career through practical projects and events, creative collaborations, engagement with industry networks and participation in professional activities.
- All publishing is collaborative in some way, so you'll take part in co-creation projects such as our annual Publishing Innovation Event.
- Digital processes and formats are embedded throughout the course and you'll have access to digital publishing platforms to enable you to build your own projects and portfolio and to develop a highly transferrable set of skills in print and digital publishing
- Your final project will examine an issue, question or problem in publishing using primary academic research methodologies with a choice of outcomes, developing research skills that are applicable to industry settings and which will support you for future academic study.
- In Term 2, you'll take the initiative on professional projects, developing your confidence in project management, decision-making and problem-solving. Specialist staff with industry experience will help you to develop your professional approach to publishing.

Work experience and opportunities

You'll develop your own industry links through opportunities such as guest lectures and discussions, feedback from industry partners, mentoring programmes, and an embedded programme of employability sessions.

You'll also have opportunities to participate in live projects across both LCC and UAL, while previous industry projects have included collaborations with Penguin Random House and the Royal Academy of Arts.

Our graduates go on to work across traditional and emerging roles in publishing and creative environments: from large companies to small start-ups, from mainstream to independent book and magazine sectors.

You'll learn skills that are highly transferrable and could lead to careers in the wider content, intellectual property and audience-centred creative industries including brand communications or media/creative agencies.

Mode of Study

MA Publishing is in Full Time mode which runs for 45 weeks over 15 months. You will be expected to commit 40 hours per week to study.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The MA course structure involves 7 units, totalling 180 credits.

Autumn, Term 1

The first stage of the course introduces publishing theory and analyses aspects of content and audience. You'll explore the publishing process from commissioning and copyright to marketing and production. You'll learn critical approaches and make connections across your growing holistic understanding of publishing. You'll start to explore aspects of research that will underpin your final project.

Context (20 credits)

Surveying the theoretical context and creative industries in which publishing sits, you'll focus on building your academic research and reading skills.

Content (20 credits)

Taking a practical approach to learning, this unit will support you to explore the traditional commercial frameworks for books and magazines. You'll analyse and evaluate ways to source and develop content, as well as designing and producing different types of content using print and digital production methods.

Audience (20 credits)

You'll explore ways to analyse and understand markets as well as creative approaches to identifying and engaging diverse audiences for published content. The focus of this unit is on industry-facing assignments.

Spring, Term 2

The second stage of the course provides opportunities to develop creative and collaborative approaches to publishing. With the focus on projects, you'll have the opportunity to put your learning into practice. Research, practical working and industry-facing activity continue through these units.

You'll have the opportunity to experiment, connect with other creative people and develop your thinking around future publishing applications.

Audience (continued)

Collaborative Unit (20 credits)

Applying your learning so far, you'll work alongside other creatives to manage a publishing project to a deadline. This project emphasises practical aspects of workflow and project management as well as creativity in collaboration.

Innovation (20 credits)

Offering the opportunity to build on your digital skillset, you'll conceptualise an experimental publishing product or service in digital-only formats. You'll think about content from a digital-first perspective, examining existing models of innovation and exploring new business models for digital products. This project involves research to drive experimentation.

Professional Practice and Enterprise (20 credits)

This unit focuses on your professional journey with support and discussions looking at future careers and opportunities in the sector. You will engage in conversations with industry guests, be involved in producing our annual publishing event and explore cutting edge ideas in publishing.

Summer, Term 3 and Autumn, Term 4

Innovation (continued)

Professional Practice and Enterprise (continued)

Major Project (60 credits)

The Major Project is your opportunity to develop a significant project of your own, building on your learning from the previous stages.

Choices of output here allow you to explore an industry-facing publishing issue, question or problem, depending on your particular interests and personal approach.

You may choose to work on a dissertation, a research project leading to the development of an artefact or prototype, or a business strategy research document.

All choices will involve conducting primary research, applying methodologies that are taught as part of this unit; a critical and analytical approach, as appropriate to a higher level of study, will be reflected across these options ensuring this research stage is challenging and stimulating.

The unit commences with taught sessions in the first part of the summer term before you'll continue to work independently on your project for the remainder of the course, with the support of your supervisor.

Learning and Teaching Methods

- Lectures
- Seminars and discussions
- Practice based workshops
- Online learning activities and exercises (synchronous and asynchronous)
- Supervised studio work
- Portfolio and project development
- Simulations
- Experiential learning from publishing projects and proposals
- Formative assessments within units
- Independent and collaborative working

Assessment Methods

- Academic essays and research documents
- Professional reports and pitches
- Critical evaluative reports
- Group presentations
- Reflective responses
- Final major project

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

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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