

MA Publishing

The University of the Arts London's world leading MA Publishing course is distinctive in that it combines theoretical and practice-based approaches to teaching and learning so graduates obtain a strategic, practical and integrative command of publishing within digital and multi-platform publishing and international contexts for professional practice in their future employment.



Photo: Keith Martin

For more information
please contact:

Leader Magazine specialism:

Desmond O'Rourke

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Leader Book specialism

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Senior Lecturer

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Tel: +44 (0)20 7514 6677

Level: Postgraduate

Study mode: Full-time

Duration: 45 weeks

Start date: 26 September 2011

Application: Directly through LCC's Postgraduate Admissions Office and LCC's International Office (Non-EU)

Application Deadline

UK/EU students: Please apply no later than Friday 12 August 2011 given that places are still available (we recommend applying by Friday 13 May 2011 if possible). Earlier deadlines are required for the AHRC Professional Preparation Masters (offers by 7 April 2011) <http://www.arts.ac.uk/ma-grants-awards.htm> and the Stationers' Foundation Bursary (applications by 30 May 2011) <http://www.arts.ac.uk/stationers-foundation-bursary.htm>

Distinctive Features/Course content

Course rationale and publishing specialisms

The course design and curriculum takes an integrated multiplatform stance where digital applications are covered throughout so course participants can pursue their interests across the core and specialist content for their chosen learning specialism – either book or magazine publishing – which is led by specialist academic staff.

The course aims to enable participants to take the lead in making and communicating critical and appropriate connections, choices and conclusions about the management, both strategically and practically, of executing valued creative content for a range of audiences, readers and sectors via different platforms and cross media (Web, digital mobile tablets and devices and print media).

MA Publishing website
www.ma-publishing.com

Faculty of Media

London College of

Communication

Elephant & Castle

London SE1 6SB

www.lcc.arts.ac.uk

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University of the
Arts London * *
London College * *
of Communication * *

Work experience and London

During the course in London participants have the opportunity to apply for work placements and internships through placement vacancies published on Blackboard, the course's virtual learning website (<http://blackboard.arts.ac.uk>), or from your own independent approaches, with CV and networking guidance and support from the staff and the University's Creative Careers Service (<http://www.arts.ac.uk/careers.htm>). For further information see below.

The concentration of international and independent publishers and media firms, creative agencies, and new publishing and digital content media start-up ventures in London provides plenty of opportunities to explore varied roles of work experience and professional practice.

Collaboration and resources

MA Publishing participants at London College of Communication are encouraged to interact with other postgraduate students. Postgraduates share a Postgraduate Common Room and are able to attend many of each other's research, symposia and exhibition events. There is the potential to collaborate with other postgraduate students when considering commissioning content for group practical projects.

There are excellent traditional print and digital printing media and other digital technology resources available and all participants have the opportunity, from the course's own MA Publishing Studio, to initiate and project manage a practical project as part of a team, from concept origination to actual production and delivery. Such practical projects on the course might include a publishing event, for example, the annual Publishing Innovation conference (www.publishinginnovation.com), or producing an original published product in printed form, digital form or for a combination of platforms, while on the course. Being able to experience the new published product that you created on the course, as your first ever professionally produced new published book, magazine, digital product or publishing event, is very satisfying. Our graduates develop a wide range of transferable skills that equips each to be adaptable to changing market and employment conditions.

People

Each publishing specialism runs a visiting guest industry speakers' programme, through which you will be able to engage and challenge conventional means of practice and gain insights into new ways and approaches in publishing.

A highly qualified, experienced academic team, underpinned by the University's policy of supporting all staff to have a teaching qualification, leads the course from a variety of publishing and media backgrounds, including: editorial, journalism, design, interactive-media, publishing production, and IT and digital technology, as well as sales, PR and marketing. There is an ethos of caring so that each participant can reach their full potential; close support with scheduled and *ad hoc* tutorials runs throughout the course.

The course's extensive connections with publishing and media employers and our Visiting Professors can help the progression of individual research interests, particularly when completing the Major Project as a dissertation in the final phase of the course. Participants also benefit from this wide field of course contacts after you have left, through the longstanding establishment of an email contact and discussion list through which, among other things, alumni achievements are circulated, together with employment opportunities and news of events in addition to continuing formal contact via the alumni association (<http://www.arts.ac.uk/alumni.htm>).

Events and international residential summer school

Events, special guest speakers, visits and shows, held both within and outside of the College, provide many opportunities for networking amongst the different disciples within the student cohort, and with related practitioners and the industry. Our leading industry partnerships facilitate a programme of visits to publishing

firms, when you can observe processes and gather data to reinforce your learning and research.

The course includes a one-week international residential summer school, normally held during the second half of May, when the course visits another centre of publishing outside the UK. Alternative perspectives on comparative publishing industry practice within another cultural and market context reinforces your international learning. Course participants learn to understand the key issues of international rights sales from the other side of the rights relationships, as well as observe globalisation strategies. Furthermore, additional discussions with your tutors and your peers about the individual Major Project is facilitated. Past international locations have included publishers and universities in cities as diverse as St Petersburg and Athens.

The course keeps you abreast of external industry conferences, seminars and exhibitions you can attend while in London and of the high profile media industry events at Stationers' Hall (<http://www.stationers.org>). The cost of events, the international residential summer school, and related travel and subsistence allowances, and industry visits are included within the supplementary fees you pay at enrolment.

Course Structure

The MA Publishing course is structured over three phases, as within an academic study period of 45 weeks. The course commences at the beginning of October and ends the following September. Each phase is 15 weeks in study duration.

Teaching and learning where appropriate is delivered and adapted to your chosen publishing specialism: either (1) book multi-platform publishing or (2) magazine multi-platform publishing and one learning unit, Content Creation and Development, is dedicated by specialism.

Phase 1 – 60 credits

- **Publishing Culture in the Digital Context**

This unit includes – research study development and historical cultural perspectives – cultural media consumption

- **Content Creation and Development**

This unit includes – market environment – content development – legal frameworks for content

- **Content Design, Production and Delivery**

This unit includes – design and colour management - content management and print and digital production – marketing and delivery

Phase 2 – 60 credits

- **Publishing Management, Practice and Research**

This unit includes – publishing management – publishing practice – publishing research

- **Future Applications for Digital Content**

This unit includes – new digital content market and audience applications – new market strategies and business models - information architecture - cross media content management, including metadata

Phase 3 – 60 credits

- **Major Project**

This unit includes – a written dissertation to a publishing issue or topic – 12,000 to 15,000 words

Complementing the above taught and assessed learning units the course includes the following additional activities.

- **Industry Guest Speakers' Programme**

- a separate roster is held to each publishing specialism including digital
- book or magazine

- **Extension Workshops**

In addition students have the opportunity to attend additional specialist workshops that focus on developing knowledge and/or skills in specific areas of interest such as copy editing, academic journals, creative enterprise start-ups, blurb writing and giving presentations, and preparation for work experience with approaches and CV development. These workshops will have an emphasis on practical activities for increasing personal professional development.

- **Events and International Residential Summer School**

- These include – events and visits for learning - networking -
- a one week residential summer school - visiting publishers outside of the United Kingdom in one major city – observing international practices

Entry Requirements

An applicant will be considered for admission who has already achieved an educational level equivalent to an Honours Degree or equivalent or prior experiential learning, the outcome of which can be demonstrated to be equivalent, or a combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to an Honours Degree.

English Language Ability

Applicants whose first language is not English must demonstrate their competence in English to a minimum IELTS level 7.0 or an equivalent level of achievement.

Selection Process

Applicants need to submit two referees and a personal statement with their rationale for applying to the course and state their interest to publishing as a career, and also state how their Honours Degree, or equivalent, equips the applicant for postgraduate study to publishing. Applicants can, if wished by the course selection team, be required to attend an interview, or be asked to have additional online or alternative evidence supplied of their ability to complete the course successfully. No portfolio is required, but if there is additional evidence you wish to bring to our attention please do so.

Notification of Publishing Specialism Study

Applicants need to state on their application form which publishing specialism – book or magazine – they wish to pursue. There is the opportunity to change this choice at enrolment or two or three weeks into the course if necessary.

Attendance Requirements

College in Term Time: MA Publishing is an intensive full-time course so self-directed study and access to facilities takes up the majority of learning hours for individual research and group projects and studio work. Attendance for teaching, lectures, seminars, workshops, group work, tutorials and industry guest speakers is required in the first two terms over two and a half days a week (Wednesday to Friday). Typically, in the first two terms, attendance is required for up to approximately 12 hours per week.

Almost all College-based learning takes place at LCC, Elephant and Castle. Occasionally specialist seminars, research symposia or industry speakers are held at nearby University of the Arts London colleges such as LCF or CSM.

Work Experience: You are encouraged to arrange work experience through work placements or internships in the first two terms on Monday and/or Tuesday, or over the University's recess periods and the summer period when completing your Major Project dissertation. Students have different requirements in work experience places so students are responsible for setting up any placements they undertake. However, we facilitate work experience in a variety of ways from posting listings that are sent to us up on our intranet to setting up some places on an apprenticeship scheme with different publishers for which students have to compete; there are only a limited number of these places but only LCC MA publishing students are allowed to apply to them.

Summer: In the summer term, in the month of May, you are required to attend any arranged assessment points or research tutorials, industry visits and workshops and the one week international residential summer school. Work experience opportunities continue to be advertised if students want to apply for them and if you win a place on the apprenticeship scheme, this takes place in June. In addition, over the summer, until the end of the course in September, you are required to be available, for off or online tutorials, for the supervision by academic staff of your Major Project research study.

Facilities

MA Publishing Studio: The course has its own studio from which group work and individual research can be undertaken. The studio is Wi-Fi enabled and is equipped with comfortable meeting tables and chairs and some Mac computers and a printer. In addition, examples of some past MA dissertations and of some past project folders are stocked for reference. Elsewhere in the College computers with a range of software can be accessed, and other meeting rooms for group work can be booked. The studio is managed by the students and can be used out of teaching hours, including during the summer period when researching and completing the Major Project.

Information Services: These include the Library, Open Access Computing and Reprographics. LCC Library provides a wide range of learning materials in a variety of formats; with around 115,000 books, including over 1,100 bound periodicals, and a substantial collection of videos and DVDs, as well as numerous electronic sources. Specialist publishing industry databases to global and national market information can be accessed online.

Blackboard: This is the course's adopted software platform as its virtual learning environment. Learning materials and announcements are shared online between the staff and all students across the course.

Digital and Print Media Production Facilities: Participants on the course can access excellent resources within the College, which are sponsored by leading equipment and software vendors, such as Heidelberg, Xerox Digital Colour, Fuji, Adobe, Duplo, Ceros and Quark. These resources are used in term one for understanding processes and for learning the principles of design and layout and during the second term for the actual production of the print or digital actual publishing products – new books or magazines or digital products – that your group practical project initiates.

Equipment and materials

Though the College's and the MA Studio's shared computer facilities are very satisfactory we advise that course participants have their own laptop, particularly

as much of the research work and writing up is individual in nature and will be done outside of standard hours. If planning to purchase a computer, students, once registered, can access online, while in College, the Apple Education Shop discount. There is no additional materials fee payable e.g. digital printing for projects, as this is included in the course's charges structure.

Teaching and Learning

The teaching and learning methods will include lectures, workshops and seminars. Study will be supported by participation in the MA Publishing Guest Speakers' Programme, providing a rich source of case studies and examples of industry practice.

A key part of the learning experience for students will be engaging in collaborative and individual interactive exercises allowing students to apply their knowledge during the course of their learning. Students are expected to take on different roles in order to interact in a challenging way with others in their group, exploring the application of their learning within a simulated work environment. Research tutorials, the international residential summer school and supervision by a member of the academic staff provide guidance for the Major Project.

Assessment Methods

Methods: Assessment is by a mix of methods; essay, reports, group presentations supported by a portfolio of evidence for projects, and finally the summative assessment is by a dissertation in the final phase which takes the form of a Major Project report of 12,000 to 15,000 words. The award - MA Publishing – and outcome, Pass, Merit or Distinction - is based on this summative final assessment which allows for developmental progress throughout the previous phases.

Projects: Two group projects, based around theoretical scenarios, are undertaken in the first term; these relate to the content creation and development learning unit and the design, production and delivery learning unit.

One of the group projects within the practice component of the publishing management, practice and research learning unit provides the opportunity to conceive, plan and implement within College the management and production of a new book or magazine, or alternative creative content product or event. The second group activity in the second term provides the opportunity to draw up market, technical and business model specifications for a new application for digital content, supported by a portfolio of evidence. All work including group work is accompanied by an individual report.

The final project, the Major Project, is an individual extensive piece of research through a dissertation about an issue or topic in publishing.

Balance of Theory to Practice: The course is unique in its approach by using teaching and learning strategies through formative group work learning through simulated scenarios and through the practical group project in the second term as the course can access unique publishing production facilities; these allow for the actual development and production of new books and magazines as part of an assignment. Workshops, as already mentioned, provide additional opportunities for practice of design layout skills and HTML, and other skills are covered within the extension workshops.

The vast majority of assessment however is undertaken by theoretical written assignments, since publishing, both as an academic subject, and in professional practice is interdisciplinary. Absorbing and integrating so much taught and personally researched knowledge is an exciting challenge that gives the MA

Publishing from LCC such international recognition and a prestigious place in the eyes of the industry and of publishing and media employers.

Students and Staff

Leader Magazine specialism: Desmond O'Rourke, Senior Lecturer, Course Director

Desmond O'Rourke is a Chartered Marketer who started his marketing career at Letraset where he was responsible for commissioning major international market research studies and later for international design rights, royalties, new product launches and design publications related to typography and the graphic arts. He has extensive experience of communications and sales and has run major PR events and edited corporate magazines. Fifteen ago he undertook a teaching qualification and after completing a MA in marketing he joined LCC in 1998 to assist in the launch of the heritage publishing postgraduate portfolio to MA level. He is active in the Association for Publishing Education and has run various initiatives with the Arts Council and others to widen diversity in publishing employment.

Leader Book specialism: Frania Hall, Senior Lecturer

Frانيا Hall has 20 years experience in the publishing industry starting as Editorial Assistant working to become Publishing Director and Business Manager at three companies. She has worked across a variety of publishing sectors including academic publishing at Routledge, educational at Hodder and Stoughton, business at Pearson with the FT imprint and most recently legal and professional at Informa and at Sweet and Maxwell. She has overseen various publishing businesses and portfolios from trade management books to school text books, academic works to legal databases, B2B newsletters to specialist magazines. Her continuing consultancy covers support in project management, organisational structures and market research for a variety of publishing companies. She has been involved in M&A activity and integration. She has also worked on short secondments in Australia and the US.

David Penfold, Deputy Course Director and Senior Lecturer

Dr David Penfold was technical editor working on academic journals, until the mid 1980s. He is the author of about 35 articles and four books. He has been Chair of the British Computer Society (BCS) Electronic Publishing Specialist Group and a member the BCS Knowledge Services Board. He was on the Publishing Training Centre Steering Group on Electronic Publishing Occupational Standards, has carried out a large number of reviews and evaluations for the European Commission and in 2004 was a track chair at the Seybold PDF conference in Amsterdam. He is also an Advanced Member of the Society for Editors and Proofreaders, a member of the Chartered Institute of Library and Information Professionals and Freeman of the Stationers' Company His main area of interest is electronic publishing and information technology management and he has been the academic supervisor for four of the University's Knowledge Transfer Partnerships.

Simon Das: Senior Lecturer Publishing

Simon Das has some fourteen years magazine publishing experience in both editorial (i-D, Arena, Mixmag, The Fader NY), newspaper journalism (The Guardian, el Pais in Madrid) and in business (contract publishing, marketing and corporate communications). Simon went on to edit and manage the music title Touch Magazine as editor-in-chief from 2002 - 2006. A London Metropolitan University Business School graduate, a full member of Chartered Institute of Marketing with a post-graduate teaching qualification he is also currently Year 3

leader for the BA (Hons) in Magazine Publishing. His developing research interests include both his subject area in magazine publishing, and has a Master's in education which was focused to creativity from the Institute of Education (University of London). He has provided consultancy for the DCMS, Dv8 Training's Media Diploma and continues to write articles and provide training within the consumer and B2B magazine publishing sectors.

Keith Martin: Senior Lecturer Publishing

Keith Martin as a graphic designer has worked in the print media production sector since the mid-1980s and print design since the late 1980s, developed multimedia and online projects since the beginning of the 1990s, and has worked in the magazine editorial sector since 1994. Concurrent with his role within the course, he is MacUser magazine's Technical Editor. He is also the Year 2 leader on the BA (Hons) Magazine Publishing course at London College of Communication. He works at the edge of design and production for cross-platform and new media content. He is a regular guest and invited speaker at new media conferences around the world. He has written a wide range of magazine articles and books covering design and production for print and digital media. His books include the Digital's Designer's Bible (co-authored), Web Colour: Start Here, Creative Suite 3 Integration, InDesign Essentials (co-authored), the Haynes Mac Manual Go Digital, and others. His latest book project is 100 Fonts published in the UK by Ilex Press and in the US by Chronicle Books.

The course is also supported by other staff within the Faculty of Media and Faculty of Design and by Associate Lecturers, Visiting Guest Speakers and Practitioners and by Visiting Professors.

Further details at www.ma-publishing.com

Career Prospects

The MA Publishing course at LCC has an excellent record of our graduates entering employment, as the heritage of the College and alumni cut across all sectors of communication, design and media professional practice areas, at home and internationally. Typically our graduates enter first level entry jobs across all of the different functional areas of publishing editorial, production, digital and marketing and sales. They are highly prized by publishing employers as our graduates can hit the ground running and add value immediately. Accordingly, we find that their careers accelerate beyond the normal and they move up to executive and managerial positions quicker than most.

Importantly, besides the traditional sectors, the course prepares our graduates to enter the new jobs within integrated cross media and digital publishing, and within media and communications services' units in private, public, not for profit and international organisations. From their widening education many now find job roles as executives in digital marketing and social media and as content editors.

Alumni

Jiang Li: MA Publishing - Magazine

"This course has provided me with the ideas and tools to succeed in the international fashion magazine world", Jiang Li a graduate of the MA Publishing course told us. Jiang came to the course after graduating in fashion from one of China's most sought after universities, Donghua. Working for a year in Shanghai as a fashion editor, she realized that there is a huge gap between Chinese and Western styles with Chinese fashion magazines still in the developing stages.

"This made me choose education in the UK where fashion is a very prosperous and mature industry. The course's greatest gift was working with classmates who came from various countries and with different cultural backgrounds".

After graduating Jiang Li was employed at Tank Magazine in London, following initial work experience, working on editorial and new market development projects for China and currently works for Tank in Shanghai.

Victoria Pavry: MA Publishing - Book

"After completing a degree in History at Durham University the LCC postgraduate course was recommended to me by a publisher when I was doing some work experience over the summer.

"The MA Publishing opened up lots of opportunities to explore the less well-known aspects of the industry, as well as providing contacts for work placements and training in digital publishing, which is the fastest-growing aspect of the industry. The reputation of my MA course, its excellent skills training in project management, and its contact with Pearson Education are key reasons why I was able to secure the job I am now in as an Editor at Pearson Longman which, along with Penguin Books and the Financial Times group, is part of Pearson plc."

After graduating Vicky spent three years with Pearson and now works as a Project Manager for Epigeum who are a leading global publisher of virtual training materials for higher education and are associated with the world-class Imperial College in London.

Contact Details

Leader Magazine specialism: Desmond O'Rourke Course Director
Email: d.o-rourke@lcc.arts.ac.uk

Leader Book specialism: Frania Hall
Email: f.hall@lcc.arts.ac.uk

Admissions and Applications Contact Details

EU: All administration and enrolment enquiries to applications should be directed to the Postgraduate Admissions Office at LCC
Email: pgadmissions@lcc.arts.ac.uk

Non-EU (International): All administration and enrolment enquiries to applications should be directed to the International Admissions Office at LCC,
Email: v.gavulic@lcc.arts.ac.uk

Links

LCC MA Publishing course page
http://www.lcc.arts.ac.uk/courses/postgraduate/ma_publishing.htm

MA Publishing website
<http://www.ma-publishing.com>