# MA Children's Publishing

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|---|---|
| Awarding institution | Bath Spa University |
| Teaching institution | Bath Spa University |
| School | School of Creative Industries |
| Main campus | Corsham Court |
| Other sites of delivery | Newton Park |
| Other Schools involved in delivery | N/A |
| | |
| Name of award(s) | **Children's Publishing** |
| Qualification (final award) | MA |
| Intermediate awards available | PgCert/PgDip |
| Routes available | Single |
| Duration of award | 1 year full-time / 2 years part-time |
| Sandwich period | No |
| Modes of delivery offered | Campus based |
| Regulatory Scheme[1] | Taught Postgraduate Framework |
| | |
| Professional, Statutory and Regulatory Body accreditation | N/A |
| Date of most recent PSRB approval (month and year) | N/A |
| Renewal of PSRB approval due (month and year) | N/A |

| UCAS code | |
|---|---|
| Route code (SITS) | CPBMA |
| Relevant QAA Subject Benchmark Statements (including date of publication) | Communication, Media, Film and Cultural Studies (2016)<br><br>Master's Characteristics Statement (2015) |
| Date of most recent approval | September 2017 |
| Date specification last updated | July 2017 |

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## Programme Overview

Children's publishing is an internationally successful sector in terms of revenues, innovation and careers. Taught by subject experts and industry practitioners, the course will provide distinctive, specialist skills for creative experimentation, the development of high-quality and innovative print-digital content, and imaginative audience-building, essential to the continued success of this highly-successful publishing category. This course has been carefully designed to offer expertise in key areas and technologies used in children's publishing and offer the flexibility to specialise in a particular area – editorial, marketing, design and production. Students will engage with print and digital forms of publishing, building a portfolio of transferable skills.

The course will look at current and future trends in the industry and equip students with skills suitable for the international children's publishing market including new product development and audience research. A distinctive feature of the course will be the creative-digital-tech approach to innovation, drawing on our expertise in both digital publishing and physical books e.g. pop-up books. New and emerging trends in the industry, such as story apps and user experience, will be incorporated into the curriculum to future-proof graduates.

Employability is firmly embedded throughout the course and publishing skills are extremely transferable.

Collaboration, creativity and innovation are essential components of the publishing industry and are central to this MA programme. The course has an international outlook as befits a global industry with translation, licensing, rights, sales and production buying being examined. An industry field trip to specialist book fairs such as Bologna or London is envisioned. We have excellent existing and developing relationships with industry.

Student will produce professional-standard digital portfolios, ready to show to employers. Through shared provisions with Creative Computing, we offer routes into related areas, such as creative digital content development. Some students might decide to embark on a start-up, go straight into industry roles or continue to PhD study; others, with an industry background, might find the MA enables them to move into a different area within the industry, perhaps management or teaching.

The MA Children's Publishing is delivered as part of the Publishing subject area.

Publishing provision at Bath Spa University is characterised by innovative approaches and creative studio-based collaborative working. High-quality making across all published forms from hand-made and print to digital and live. It is an interdisciplinary, practice-based subject, which involves intellectual and critical engagement with ideas, research and stories. It involves the application of creativity, imagination, critical judgement and commercial awareness in the conceptualisation, shaping and production of engaging content.

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# Programme Aims

**The programme aims to encourage creativity, critical analysis and innovation in students and to develop their print and digital making abilities, and understanding of audience in children's publishing. It offers learning situations (research and development and creative collaborations) and breadth of experience (live projects and briefs; work experience).**

**Specific programme aims to encourage students in:**

1. **Enterprise –** students will exercise initiative and demonstrate decision-making in complex situations. Students will undertake a professional new product development process, where market and audience research is followed by iterative testing (user experience and prototyping) within a business context (i.e. Business Model Canvas)

2. **International –** a systematic understanding of the global nature of the children's publishing industry, including contracts, international rights, production and translation

3. **Digital creativity –** a critical awareness of new insights in digital making tools and the ability to identify the creative and commercial opportunities of the latest digital developments to develop imaginative, content-based, and rewarding user experiences

4. **Collaborative/team working skills –** the ability to interact effectively, and communicate complex ideas, with others, for example through creative collaborations, identification of each others strengths and weaknesses in the allocation of roles and responsibilities, and negotiation

5. **Content –** the ability to critically and creatively shape and edit text and images to create coherent, engaging, and technically sophisticated publications

6. **Communication and presentation –** the ability to articulate complex ideas and information comprehensibly in oral and written forms to present ideas and product pitches to specialist and non-specialist audiences in a range of situations

7. **Self-management –** the ability to: study autonomously (set goals, manage your own workloads to meet deadlines), anticipate and work in complex and unpredictable situations and identify personal strengths and areas for development

8. **Rigorous research skills –** to critically evaluate current knowledge in the discipline to inform publishing strategy and new product development, e.g. entrance into new markets

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# Programme Intended Learning Outcomes (ILOs)

**(NB These ILOs are at level 7 of the FHEQ)**

## A Subject-specific Skills and Knowledge

A1      a systematic understanding of trends and developing innovations in the global children's publishing industry

A2      the ability to critically evaluate established published products to develop an original product proposal for multiplatform children's publishing

A3      a systematic knowledge of the complexity and processes involved in the creation and curation of quality content across print and digital

A4      the ability to use established techniques to research and interpret markets and an advanced understanding of how to incorporate audience and user experience into the development of successful publications and services

A5      a systematic knowledge of how to critically and creatively edit text and images and shape these into coherent, accessible and engaging publications

A6      a comprehensive knowledge of design and layout using specialist industry software and a range of platforms for print and digital publications

A7      skills in delivering clear and persuasive project presentations and industry pitches either as an individual or as part of a group

A8      the ability to work as part of – and to lead – a creative team, identifying skills gaps and negotiating roles appropriate to skills, experience and interests

## B Cognitive and Intellectual Skills

B1      Engage with complex problems both systematically and creatively

B2      Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional level

B3      The independent learning ability required for continuing professional development

B4      The exercise of initiative and personal responsibility

## C Skills for Life and Work

C1      Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development

C2      Team working skills necessary to succeed in the global workplace, with an ability both to work in and lead teams effectively, as well as the ability to act autonomously in planning and implementing tasks at a professional or equivalent level

C3      Communication skills that show the ability to communicate clearly to specialist and non-specialist audiences knowledge at, or informed by, the forefront of the academic discipline, field of study or area of professional practice, and the conclusions drawn from dealing with complex issues systematically

C4      IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively

# Intermediate awards

PgCert Intended Learning Outcomes

[Indicate which of the ILOs above are required for the award of a PgCert]

A1, A2, A3, A4, A6, A7

B1, B2, B3

C1, C3, C4

**PgDip Intended Learning Outcomes**

[Indicate which of the ILOs above are required for the award of a PgDip]

A1, A2, A3, A4, A5, A6, A7, A8

B1, B2, B3

C1, C2, C3, C4

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## Programme content

This programme comprises the following modules

Key:

Core = C

Compulsory = R (ie 'required')

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single programme

| Children's Publishing | | | | | Status | |
|---|---|---|---|---|---|---|
| Level | Code | Title | | Credits | Single | Joint |
| 7 | PB7001-30 | Multiplatform Publishing | | 30 | C | N/A |
| 7 | PB7002-30 | Experiments in Book Print & Production | | 30 | C | N/A |
| 7 | PB7003-30 | Story Lab | | 30 | C | N/A |
| 7 | PB7004-30 | Visual sequencing and narrative | | 30 | C | N/A |
| 7 | PB7005-60 | Extended Project or Dissertation | | 60 | C | N/A |

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## Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

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## Work experience and placement opportunities

The specialist skills on this MA programme offer our graduates considerable employment prospects in a thriving industry. The course will have direct regional, national and international links to children's publishers through its Industry Board, visiting speakers, and work experience connections of staff on the course.

Supporting students into sustainable, successful careers is a key focus of the MA Publishing course module design and learning environment. Industry projects are embedded in the modules (e.g. Extended Project), offering experience to the students.

We have previously worked with local and national publishers Book Island (live projects and work experience), Chicken House (work experience), Parragon Books (internships) and Pavilion Books (work experience).

Existing live projects include the Make a Little Book workshops, which have run successfully at national and international festivals including Forest of Imagination (10,000 visitors in 2016). To date, 900 children have made books as part of these workshops. Additionally, the Publishing team's Future Publishers project was submitted as part of the successful Arts Council-funded Paper Nations project. Future Publishers develops our existing children and young people's publishing activities and resources. Children's Publishing Student Fellows work on this project.

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## Graduate Attributes

| | Bath Spa Graduates… | In Publishing this means… |
|---|---|---|
| 1 | Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams | Through careful module and learning environment design, and tutor guidance, students develop high-level skills and experience across a range of areas from editorial to marketing. Collaborative working is a key feature of this publishing course, and students will have opportunities to work in, and lead, teams. MA students graduate with a professional quality digital portfolio showcasing their work. |
| 2 | Will be able to understand and manage complexity, diversity and change | The publishing environment is ever-changing with multiple projects being worked on at any one time and constant challenges around design and production. Diversity is a key element of children's publishing and this and the international focus of the course will help broaden the experience of students. The pace of work is fast and the expectations are high – tutors support students in their project management and in a studio environment which enables continuous feedback and constant refinement of work. |
| 3 | Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners | Publishing is inherently creative and interdisciplinary, this is reflected in the course content and approach. Proposed modules are developed with other subject areas such as Creative Computing. Collaboration is crucial for the success of individual titles and companies. |
| 4 | Will be digitally literate: able to work at the interface of creativity and technology | Digital technology has been long used in publishing and is constantly evolving. The Publishing subject area at BSU is fully up-to-date and often ahead of the industry in terms of digital innovation and experimentation. Digital creativity and new product development will be apparent in the majority of modules and is the focus of two modules. |
| 5 | Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas | This is an internationally focused course reflecting the industry and BSU's 2020 strategy. Students will engage with translation, international production buying and foreign rights. An industry field trip to the annual international book fairs e.g. Bologna Children's Book Fair (April), London (March / April) is envisioned to be a key USP of the course and an important employability feature of the course. |

| | Bath Spa Graduates… | In Publishing this means… |
|---|---|---|
| 6 | Will be creative thinkers, doers and makers | This is a hands-on course where students with be researching and developing new ideas, as well as experimenting with different forms of making from digital to hand-made including pop-up and paper technology. High-quality outputs are expected in order for students to meet the expectations of the industry. |
| 7 | Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy | Critical analysis of aspects of the industry and its readers will give students the opportunity to examine a variety of challenges and opportunities. Students will be challenged to assimilate and distil wide-ranging research concisely and accurately. Students will present their developing ideas to their peers and tutors within modules, culminating in a professional pitch to their peers and industry panels. |
| 8 | Will be ethically aware: prepared for citizenship in a local, national and global context | Ethics and diversity will be an integral component of all modules. Students will have the opportunity to work on live industry projects. We are developing international links with other universities for collaborative projects. |

**Attached as appendices:**

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

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## Appendix 1 Programme structure diagram - (MA Children's Publishing)

### Full-time

| | Module | Credits | Status | Trimester 1 | Trimester 2 | Trimester 3 |
|---|---|---|---|---|---|---|
| PB7001-30 | Multiplatform Publishing | 30 | C | | | |
| PB7002-30 | Experiments in Book Print & Production | 30 | C | | | |
| PB7003-30 | Story Lab (shared with CC) | 30 | C | | | |
| PB7004-30 | Visual, Sequential Narrative | 30 | C | | | |
| PB7005-60 | Extended Project | 60 | C | | | |

### Part-time Year 1 (90 credits)

| | Module | Credits | Status | Trimester 1 | Trimester 2 | Trimester 3 |
|---|---|---|---|---|---|---|
| PB7001-30 | Multiplatform Publishing | 30 | C | | | |
| PB7004-30 | Visual, Sequential narrative | 30 | C | | | |
| PB7003-30 | Story Lab (shared with CC) | 30 | C | | | |

### Part-time Year 2 (90 credits)

| | Module | Credits | Status | Trimester 1 | Trimester 2 | Trimester 3 |
|---|---|---|---|---|---|---|
| PB7002-30 | Experiments in Book Print & Production | 30 | C | | | |
| PB7005-60 | Extended Project | 60 | C | | | |

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# Appendix 2: Map of Intended Learning Outcomes

| Level | Module Code | Module Title | Status (C,R,O)[2] | Intended Learning Outcomes | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Subject-specific Skills and Knowledge | | | | | | | | Cognitive and Intellectual Skills | | | | Skills for Life and Work | | | |
| | | | | A1 | A2 | A3 | A4 | A5 | A6 | A7 | A8 | B1 | B2 | B3 | B4 | C1 | C2 | C3 | C4 |
| 7 | PB7001-30 | Multiplatform Publishing | C | x | x | x | x | | | x | | x | | x | | | | x | x |
| 7 | PB7002-30 | Experiments in Book Print & Production | C | x | | x | | | x | | | x | x | | | x | | x | |
| 7 | PB7003-30 | Story Lab | C | x | x | | x | x | x | x | x | x | | | | | x | x | x |
| 7 | PB7004-30 | Visual, sequential narrative | C | | x | x | | x | x | | | x | | | | | | | |
| 7 | PB7005-60 | Extended Project or Dissertation | C | | x | x | x | | | | | x | x | x | x | x | | x | |

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# Appendix 3: Map of Summative Assessment Tasks by Module

| Level | Module Code | Module Title | Status (C,R,O) | Assessment method | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | | Coursework | | | | | | | Practical | | | | | Written Examination | | | |
| | | | | Composition | Dissertation | Essay | Journal | Portfolio | Report | Performance | Extended Project | Practical Project | Practical skills | Presentation | Set exercises | Written Examination | In-class test (seen) | In-class test (unseen) | |
| 7 | PB7001-30 | Multiplatform Publishing | C | | | | | 1x | | | | | | 1x | | | | | |
| 7 | PB7002-30 | Experiments in Book Print & Production | C | | | | | 1x | | | | | | | | | | | |
| 7 | PB7003-30 | Story Lab | C | | | | | 1x | | | | | | 1x | | | | | |
| 7 | PB7004-30 | Visual, sequential narrative | C | | | | | 1x | 1 x (2,000 words) | | | | | | | | | | |
| 7 | PB7005-60 | Extended Project or Dissertation | C | | 1x (or extended project) | | | | | | 1x (or 15,000 word dissertation) | | | | | | | | |