Please read this Handbook in conjunction with the University’s Student Handbook.

All course materials, including lecture notes and other additional materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) UCLan and MUST not be distributed, sold, published, made available to others or copied other than for your personal study use unless you have gained written permission to do so from the Dean of School. This applies to the materials in their entirety and to any part of the materials.

Contents

1 Welcome to the Course
2 Structure of the Course
3 Approaches to teaching and learning
4 Student Support
5 Assessment
6 Classification of Awards
7 Student Feedback
8 Appendices
  8.1 Programme Specification(s)
1. Welcome to the course

We are delighted to welcome you to the BA in Publishing, the first publishing programme in the North West of England. The BA, available both full and part time, is an exciting opportunity to bring together academic excellence and practical experience of publishing.

The School of Journalism, Media and Performance has an excellent reputation for working closely in partnership with industry to ensure that its courses meet the needs of potential employers. The Division of Journalism (the academic ‘home’ for the BA Publishing) has developed links with a range of national publishers including Canongate, Faber and Faber, HarperCollins, Hodder Hachette, Bloomsbury and Penguin Random House, as well as regional publishing houses such as Comma Press, Liverpool University Press and Manchester University Press. Our programme is designed to give you a broad range of skills and expertise to pursue a successful career in the publishing and book industries and an excellent understanding of publishing within the wider context of the creative, cultural and media industries.

This course aims to prepare you for a career in the publishing industry. The content is highly vocational and taught by industry experts. You will have 24 hour access to the Greenbank Building and exclusive use of our publishing house which is fully equipped with InDesign, Macs, meeting space and printers. You will work on all aspects of book publishing projects from conception to production and from marketing to sales. We encourage creative and innovative thinking and research which we believe is essential to the future of the book industry.

The first year is intensive, equipping you with the technical skills to carry out publishing projects as well as providing a background to the industry. The second year develops this knowledge further and the last year is very practical, allowing you to test your new skills in a number of real publishing projects and through work experience placements.

1.1 Rationale, aims and learning outcomes of the course

The course is over three years and emphasises both practical and theoretical knowledge. Our students are enabled to contribute to discussion and debate and to engage fully with the concepts of the publishing world, developing, communicating and evaluating individual thoughts and ideas through group participation. Written work is supported by experienced tutors who will offer advice in sessions and through one-to-one mentoring sessions. By the end of the programme, you will be equipped with the knowledge and practical skills to take your part in the future of publishing.

Our course aims to:

- To prepare students to work in the world of Publishing by giving them an in-depth knowledge of the publishing industry/book business including markets, structures, business models and innovations
• To provide students with the key practical publishing skills required by professional publishers

• To provide students with the knowledge and understanding of the entire process of producing a book from commissioning to retailing

• To promote student self-awareness, reflective learning and self-confidence

• To provide students with the entrepreneurial skills in a publishing context that they will need to succeed in a constantly changing industry

Learning outcomes

On successful completion of this programme the student will be able to:

A1. Identify the key features of the publishing industry and the challenges it faces

A2. Assess the importance of digital developments in modern publishing both in terms of its role in production and consumption

A3. Critique the different roles, genres and structures in a publishing business

A4. Discuss the issues surrounding digital media, consumer insight, Big Data, intellectual property and copyright and their application to publishing

A5 Apply key research methods relevant to publishing to their work

A6 Analyse potential career options within publishing and related industries

A7 Evaluate the importance of collaborative working and project management in publishing

B. Subject-specific skills

On successful completion of this programme the student will be able to:

B1. Produce a book to a professional standard with a clear marketing rationale

B2. Use key software packages essential to the publishing industry

B3. Apply editorial, production and design skills in a range of situations applicable to real-world publishers and critically reflect on their application

B4. Explain the features of Adobe InDesign CC and its analyse its practical use in book production

B5 Create eBooks with flowing text and images in both interactive PDF and ePub formats with interactive elements

B6 Identify emerging publishing opportunities, issues, innovations and creative solutions in an entrepreneurial manner
B7 Analyse a range of markets, market segmentation, distribution networks, and publicity and sales techniques in the context of publishing

B8 Construct a clear professional plan and portfolio for their up-coming career in publishing

C. Thinking Skills

On successful completion of this programme the student will be able to:

C1. Explain and analyse aspects of the publishing industry such as marketing, editorial, production, design, sales and digital and how they work together to create a product

C2. Analyse the production and workflow processes and their role in shaping the final product

C3. Explain the business aspects of publishing

C4. Identify a research topic and apply research methods to research it

C5. Critique their ability to work collaboratively to produce a book

C6. Analyse issues relevant to the publishing industry

C7. Construct sound arguments, using a variety of evidence and recognising alternative perspectives, and communicate effectively in appropriate written, oral and visual ways

D. Other skills relevant to employability and personal development

On successful completion of this programme the student will be able to:

D1. Identify issues, challenges and formulate innovative and creative solutions

D2. Promote ideas to publishers applying advanced communication, presentation and entrepreneurial skills

D3. Apply appropriate research methods to explore a topic in-depth

D4. Manage their own professional profile as part of their career development

D5. Critique their professional practice

D6. Apply presentation, pitching and communication skills

D7. Organise their time efficiently and demonstrate creativity, flexibility and teamwork.

D8. Network with publishing professionals
1.2 Course Team


Debbie has worked in the publishing and book business at a senior executive level for over 15 years (including as a buyer, events manager and special project manager at Waterstone’s Head Office). She retains close contacts in the publishing industry and organises large-scale, collaborative (and often international) projects with business and community groups. She is also a Jacqueline Wilson character (you may recognise her as Ellie from the Girls’ series!)

In her spare time, Debbie is a keen fell hiker, spends a lot of time training her two Shetland Sheepdogs, Django and Ella, for obedience trials and is also an artist, sculptor and classical pianist. She is married to Stuart Hampton-Reeves who is Director of Research at UCLan, a Shakespearean Professor and current Chair of the British Shakespeare Association.

Wayne Noble: Lecturer in Digital Publishing and Project Manager for UCLan Publishing. Wayne is currently more than half way through a Doctoral Research project which focuses upon the field of cyber-crime and deviant behaviour online. In particular he is examining online behaviour with reference to existentialism and criminology, paying particular attention to the philosophical concepts of Nietzsche, Camus and Heidegger and the socio/criminological notions of Matza, Goffman and Owen. His intention is to develop and establish his own theoretical perspective (that of ‘Causal Probability’), and to bring the view that deviant/criminal behaviour stems from existential and biological origins within the individual. He is also currently involved with co-editing a collection of academic works about cyber-crime and is making plans for a book of ‘Criminal Philosophies’.

Wayne is an avid horror fan and has made many eBooks embedded with sound and movies on this theme. At home, he collects rescue cats and is a volunteer for his local shelter.

Wayne leads the following modules: Dissertation in Publishing, Creating a Digital Book and Creating a Print Book and teaches on Essentials of Publishing and Designing and producing a book.

Tony Mason: Lecturer in Publishing. Tony is currently also Senior Commissioning Editor with responsibility for Social Sciences at Manchester University Press, the third largest university press in England, where he has worked for almost fifteen years. Before that he worked for Blackhall Publishing, a business publisher based in Dublin and a range of London based companies including Kogan Page, Prentice Hall and Gee Publishing. Tony has done some external assessment for the MA Publishing course in the past and also mentored students on their work placements with Manchester University Press and was delighted to take on a more involved role in the course. In his spare time he is a passionate supporter of Rochdale FC, an avid reader and a big fan of real ale.

Tony leads the module The Role of the Editor in Practice and teaches on the following modules: Designing and producing a book, Essentials of Publishing and Creating a Print Book.

1.3 Academic Advisor

You will be assigned an Academic Advisor who will provide additional academic support during the year. They will be the first point of call for many of the questions that you might have during the year. Your Academic Advisor will be able to help you with personal development, including developing skills in self-awareness, reflection and action planning.

1.4 Administration details

Campus Admin Services provides academic administration support for students and staff and are located in the following hubs which open from 8.45am until 5.15pm Monday to Thursday and until 4.00pm on Fridays. The hub can provide general assistance and advice regarding specific processes such as extenuating circumstances, extensions and appeals.

Allen Building
Medicine
Dentistry
telephone: 01772 895566
email: AllenHub@uclan.ac.uk

Harris Building
Lancashire Law School
Humanities and the Social Sciences
Centre for Excellence in Learning and Teaching
telephone: 01772 891996/891997
email: HarrisHub@uclan.ac.uk

Foster Building
Forensic and Applied Sciences
Pharmacy and Biomedical Sciences
Psychology
Physical Sciences (Mathematics/Chemistry/Physics)
telephone: 01772 891990/891991
email: FosterHub@uclan.ac.uk

Computing and Technology Building
Art, Design and Fashion
Computing
Journalism, Media and Performance
Engineering
telephone: 01772 891994/891995
email: CandTHub@uclan.ac.uk

Greenbank Building
The University expects you to use your UCLan email address and check regularly for messages from staff. If you send us email messages from other addresses they risk being filtered out as potential spam and discarded unread.

The team will generally make contact with you via your university email account. When contacting your tutors, please ensure that you use that account to ensure that communication can be maintained effectively. We also have a course Facebook page where we post job adverts, links to interesting and useful articles and other useful information. We do not close this to those students who have graduated and therefore you will be able to seek advice from graduates from the course now working in the publishing industry.

1.6 External Examiner
The University has appointed an External Examiner to your course who helps to ensure that the standards of your course are comparable to those provided at other higher education institutions in the UK. The name of this person, their position and home institution can be found below. If you wish to make contact with your External Examiner, you should do this through your Course Leader and not directly. External Examiner reports will be made available to you electronically:

Avril Grey – Edinburgh Napier (Publishing Department). Avril is well respected in the publishing industry and is an active member of the Association for Publishing Education.

2. Structure of the course

2.1 Overall structure
Year one

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>JN1820 Essentials of Publishing (40 credits – year long)</td>
<td>JN1820 Essentials of Publishing (continued)</td>
</tr>
<tr>
<td>JN1821 Creating a Print Book (40 credits – year long)</td>
<td>JN1821 Creating a Print Book (continued)</td>
</tr>
<tr>
<td>JN1823 Issues and Innovations in Publishing (20 credits)</td>
<td>JN1824 The Role of the Editor in Practice (20 credits)</td>
</tr>
</tbody>
</table>

Year two

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>JN2820 Designing and producing a book (40 credits - year long)</td>
<td>JN2820 Designing and producing a book (continued)</td>
</tr>
<tr>
<td>JN2821 Creating a Digital Book (40 credits - year long)</td>
<td>JN2821 Creating a Digital Book (continued)</td>
</tr>
<tr>
<td>JN2822 The Business of Publishing (40 credits - year long)</td>
<td>JN2822 The Business of Publishing (continued)</td>
</tr>
</tbody>
</table>

Year three

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>JN3820 Major Publishing Project (60 credits – year long)</td>
<td>JN3820 Major Publishing Project (continued)</td>
</tr>
<tr>
<td>JN3829 Dissertation in Publishing (40 credits - year long)</td>
<td>JN3829 Dissertation in Publishing (continued)</td>
</tr>
<tr>
<td>JN3821 Professional Practice in Publishing (20 credits)</td>
<td></td>
</tr>
</tbody>
</table>

Work-Related Learning

Work placements should take place in the third year of your studies. We have a range of publishers on your panel, both regionally and nationally. Students will be accepted on a first-come, first-served basis so should ensure that they make a decision about their work experience as early as possible. Each placement should last for at least one week, which can be taken one a week over an extended period, in consultation with the publisher. Both timing and length of placement are subject to negotiation and we aim for flexibility to suit needs of students both part time and full time as well as
the busy schedule of the publishers. No funding is available for placements and students must cover all costs incurred through placements themselves.

2.2 Modules available

All modules are compulsory

**JN1820 Essentials of Publishing: 40 credits.** This year long module will give you a good overview of the current book and publishing landscape and provide a foundation in key skills for publishing. Via weekly sessions the module will explore key concepts in publishing including business structures, processes, trends, challenges, opportunities, markets and new products.

**JN1821 Creating a Print Book: 40 credits.** This year long module will equip you with practical skills in understanding the production process printed books from start to finish. You will gain a foundation in essential publishing programmes such as InDesign, CSS, the Adobe Suite and Nielsen BookScan.

**JN1823 Issues and Innovations in Publishing: 20 credits.** This module will introduce you to the current key debates shaping the publishing industry. It will engage you in developing an awareness of upcoming challenges which might face publishers of the future and help you to critically think of creative solutions.

**JN1824 The Role of the Editor in Practice: 20 credits.** This module introduces you to the role of the editor in contemporary publishing. Through interactive lectures, workshops and presentations from industry speakers, you will explore the strategic role of the editor within the publishing process. The module will cover the editorial purpose in the workflow, the relationship between editors, agents and authors, commissioning, pitching, acquisitions, copy editing, proof reading, content development and editorial project management.

**JN2820 Designing and Producing a Book: 40 credits.** This module will focus on the role of designers and production professionals and their contribution to the book production process as a whole. It will demonstrate the significance of these essential positions to the process of bringing a publication to fruition.

**JN2821 Creating a Digital Book: 40 credits.** This module introduces you to the concept of digital publishing, its role in the publishing industry and the key digital packages relevant to the industry. It puts into context the fast changing and complex nature of digital publishing and enables you to identify new markets for publishing in the digital age. It will also cover rights management issues in relation to digital content and their implications for digital publishing.

**JN2822 The Business of Publishing: 40 credits.** This module will enable you to develop the key skills necessary for the sales, publicity and marketing of new books, including product development, market assessment, identifying consumer behaviour and negotiating with buyers.
**JN3820 Major Publishing Project: 60 credits.** This module will allow you to apply all of the practical skills learnt in the first two years to produce a book from an initial concept through to a finished product. You will work as individual publishers to research the market, develop the concept, pitch the book and then take it through its design and production stages before producing the final book.

**JN3829 Dissertation in Publishing: 40 credits.** This module will allow you to research a publishing topic in depth and produce a long essay. In this module, you will work under the supervision of an academic member of staff to identify a research topic and apply appropriate research methods to critically investigate a key issue for modern publishing.

**JN3821 Professional Practice in Publishing: 20 credits.** This module will prepare you for the world of work in the publishing industry and will include key skills in applying for jobs and conducting professional standard pitches and behaviours. Input from industry professionals will give you the opportunity to gain real experience of and contacts in the publishing industry.

### 2.3 Course requirements

**Awards**
All modules are compulsory.

**Bachelor Honours Degree**
Requires 360 credits including a minimum of 220 at Level 5 and above and 100 at Level 6 and above.

**Bachelor Degree**
Requires 320 credits including a minimum of 180 at Level 5 or above and including a minimum of 60 at Level 6.

The following alternate awards are also available:

**Diploma of Higher Education**
Requires 240 credits including a minimum of 100 at Level 5 or above

**Certificate of Higher Education**
Requires 120 credits at Level 4 or above

### 2.4 Module Registration Options

Discussions about your progression through the course normally take place in February each year. It is an opportunity for you to make plans for your study over the next academic year. The course team will tell you about the various modules / combinations available and you will both agree on the most appropriate (and legal) course of study for you.

### 2.5 Study Time

#### 2.5.1 Weekly timetable
A timetable will be available once you have enrolled on the programme, through the student portal.
2.5.2 Expected hours of study

20 credits is a standard module size and equals 200 notional learning hours.

The normal amount of work involved in achieving a successful outcome to your studies is to study for 10 hours per each credit you need to achieve – this includes attendance at UCLan and time spent in private study. A typical working week may include lectures, seminars and practical workshops.

Research and project based modules will demand more private study and formal contact time with staff may be limited to tutorials and supervision sessions. Outside teaching hours you may also need to spend time completing work placements. It is important that you plan your week and learn to manage your time carefully in order to complete your studies successfully.

2.5.3 Attendance Requirements

You are required to attend all timetabled learning activities for each module. Students should report non-attendance to the hub email – CandTHubAttendance@uclan.ac.uk or by telephoning the hub on 01772 891994 or 01772 891995.

International students should be aware of their responsibilities under the UK Border Agency (UKBA), Points Based System (PBS). You MUST attend your course of study regularly; under PBS, UCLan is obliged to tell UKBA if you withdraw from a course, defer or suspend your studies, or if you fail to attend the course regularly.

If you have not gained the required authorisation for leave of absence, do not respond to communications from the University and if you are absent for four weeks or more, you may be deemed to have withdrawn from the course. If this is the case, then the date of withdrawal will be recorded as the last day of attendance.

Student attendance is monitored through a university data system called SAM (Student Attendance Monitoring). You can check your attendance record online through myUCLan.

Each time you are asked to enter your details on SAM you must remember that the University has a responsibility to keep information up to date and that you must only enter your own details on the system. To enter any other names would result in inaccurate records and be dishonest. Any student who is found to make false entries can be disciplined under the student guide to regulations.

3. Approaches to teaching and learning

3.1 Learning and teaching methods

You will be taught through lecture-workshops with an emphasis on practical skill development and activities which give you the opportunity to test out skills in simulated and real world settings. For digital modules, you will learn hands-on through directed study at workstations using industry-standard software. Formal classes will be supported by tutorials and as you advance through the course there will be opportunities for group projects and independent study.
3.2 Study skills

We consider the development of study skills to be a key part of our programme and our weekly sessions, formal assessments and learning and teaching strategies all work to embed skills acquisition. You will be asked, during your time on this programme, to produce presentations, design posters, conduct quantitative and qualitative research, interpret database figures and, crucially, consider the distinctions between statistic and fact, received, or ‘popular’ opinion and research-informed propositions.

WISER, based in Harris Building 113, offers a range of specialist, free sessions and courses to help you develop your study skills. These range from essay writing to time management. Check them out in Harris Building 113 or visit WISER on the UCLan website.

WISER http://www.uclan.ac.uk/students/study/wiser/index.php

3.3 Learning resources

3.3.1 Learning Information Services (LIS)
Extensive Resources are available to support your studies provided by LIS – library and IT staff. Take advantage of the free training sessions designed to enable you to gain all the skills you need for your research and study. For more information go to:

WISER https://portal.uclan.ac.uk/webapps/portal/frameset.jsp?tab_tab_group_id= 33_1

LIS https://portal.uclan.ac.uk/webapps/portal/frameset.jsp?tab_tab_group_id= 25_1

We have unique access to databases such as Nielsen Bookscan which will be very helpful in providing information for your studies in Publishing. This can be accessed here: http://www.uclan.ac.uk/students/study/library/e_databases.php

3.3.2 Electronic Resources

We have unique access to databases such as Nielsen Bookscan which will be very helpful in providing information for your studies in Publishing. This can be accessed here: http://www.uclan.ac.uk/students/study/library/e_databases.php

3.4 Personal development planning

As is made clear in our learning objectives for this BA programme, personal development planning is of paramount importance in establishing yourself as a publishing professional. We have ensured that, in addition to providing you with practical skillsets for publishing, we will enable you to reflect on your learning, and gather knowledge about yourself as a postgraduate learner and a member of a publishing team. You will be given the opportunity, during taught sessions, to analyse your strengths and weaknesses, within an informed and supportive environment, and work towards filling gaps in skills, knowledge and provide you with an understanding of your potential.
3.5 Preparing for your career
The BA Publishing is a highly vocational program designed to help you gain a foothold in the publishing and related industries. We try to make sure that our graduates have an edge over their competitors by producing real, commercial publications, being employed in a real publishing house, undertaking placements and being exposed to excellent contacts in the publishing world.

4. Student Support

As well as regular and personal contact with the course leader and other tutors there is a centralised Student and Academic Support Service which has The 'i' Student Information Centre as its first point of contact. You can obtain information on a wide range of topics including student administration such as Council Tax and letters to verify your status plus Scholarships, Counselling, Student Finance, Mentoring, Studying Abroad, Disability Advice, Independent Academic Advice, International Advice, Multi Faith Centre, Pre School Centre, Medical Centre and general life in Preston/Burnley.

You will receive all support documentation at your Induction meeting. Student Liaison Officers have recent experience of what it is like to be a student and can advise you of the support systems available. They work towards improving your student experience here at UCLan.

4.1 Academic Advisors
At the start of your course you will be assigned an academic advisor who will regularly meet with you. The Academic Advisor will be a key person to help you with your personal development, including developing skills in self-awareness, reflection and action planning.

4.2 Students with disabilities
If you have a disability that may affect your studies, please let one of the course team know as soon as possible. The University will make reasonable adjustments to accommodate your needs and to provide appropriate support for you to complete your study successfully. Where necessary, you will be asked for evidence to help identify appropriate adjustments.

4.3 Students’ Union
The Students’ Union offers thousands of volunteering opportunities ranging from representative to other leadership roles. We also advertise paid work and employ student staff on a variety of roles. You can find out more information on our website: http://www.uclansu.co.uk/
5. Assessment

5.1 Assessment Strategy
Methods of assessment
A range of methods will be used to evaluate progress, including essays based on research, reflection and/or analysis, presentations and pitches, business plans, project plans, new product proposals, reflective learning logs and critical analyses.

5.2 Notification of assignments and examination arrangements
Deadlines for submission of coursework will be set by individual module tutors. If you have arranged to post coursework because of illness, it is essential that you (a) keep a copy and (b) use recorded delivery. At the end of each module you may be asked to hand in all coursework to the course tutor, who will then return it to you after the Assessment Boards. Some Module Tutors also make arrangements for online submission through E-learn or e-mail. Guidance will be given in your seminar sessions.

5.3 Referencing
We have decided to recommend one style for citation and documentation purposes for your course: Harvard Style.
Using the Harvard system (or style) of referencing, citations in the body of your writing should give the author’s surname with the year of publication. The full details of all these sources should be listed alphabetically by author name as a reference list at the end of your writing.

5.4 Confidential material
During the course of your study you may handle confidential material such as publisher’s designs, manuscripts and business figures. Please do not share this information with anyone outside the module unless you are given permission.

5.5 Cheating, plagiarism, collusion or re-presentation
Please refer to the information included in section 6.6 of the University Student Handbook for full definitions. The University uses an online Assessment Tool called Turnitin. A pseudo-Turnitin assignment will be set up using the School space on Blackboard to allow students to check as many drafts as the system allows before their final submission to the ‘official’ Turnitin assignment. Students are required to self-submit their own assignment on Turnitin and will be given access to the Originality Reports arising from each submission. In operating Turnitin, Schools must take steps to ensure that the University’s requirement for all summative assessment to be marked anonymously is not undermined and therefore Turnitin reports should either be anonymised or considered separately from marking. Turnitin may also be used to assist with plagiarism detection and collusion, where there is suspicion about individual piece(s) of work.

6. Classification of Awards
The University publishes the principles underpinning the way in which awards and results are decided in Academic Regulations. Decisions about the overall classification of awards are made by Assessment Boards through the application of the academic and relevant course regulations.

7. Student Feedback
You can play an important part in the process of improving the quality of this course through the feedback you give. You can play an important part in the process of improving the quality of this
course through the feedback you give. In addition to the on-going discussion with the course team throughout the year, there are a range of mechanisms for you to feedback about your experience of teaching and learning. We aim to respond to your feedback and let you know of our plans for improvement.

We have incorporated changes to the structure of the programme in response to student feedback, notably in designing a module that embeds work placements into the learning process, now established as JN3821: Professional Practice in Publishing. We also added a new module Issues and Innovations in Publishing in response to feedback from graduates now working in the publishing industry.

The SLO and the Students Union can support you in voicing your opinion, provide on-going advice and support, and encourage your involvement in all feedback opportunities. They will be requesting that you complete the National Student Survey (during semester 2 for students in their final year of study) or the UCLan Student Survey (all other students).

7.1 Student Staff Liaison Committee meetings (SSLCs)
Details of the Protocol for the operation of SSLCs is included in section 8.2 of the University Student Handbook. Through the Student Union a representative will be elected for the course. They will then attend a staff student liaison meeting once per semester during which student feedback will be communicated to the course teaching team.

8. Appendices

Harvard Style Guide

Books

In text:

According to Bell (2010, p.23) the most important part of the research process is...

Reference list:


Articles/Chapters from an Edited Book

In text:

The view proposed by Taruskin (1988, p.137-207)

Reference list:


Journal Articles
In text:

French et al (2006) concluded...

Reference list:


Thesis or dissertation

Most theses or dissertations are unpublished. If published, it should be cited as a book.

In text:

Jones (1974) describes Faure's piano style ...

Reference list:


Newspaper Articles

In text:


Reference list:


If there is no author, use the title of the newspaper followed by the date.

Articles from an Encyclopedia


Government Publications


E-book
In text:

Griffiths (1995) points out that ...

Reference list:


**Online Video**


**E-Journal**

In text:

Hunt (2008) describes the sub-prime mortgage problem...

Reference list:


**Web Article**

In text:

To keep sound in and out of your studio White (2008) advises...

Reference list:


**Article from online newspaper**

If the name of the journalist or writer is given, start with this.

In text:

Hygiene in NHS hospitals is described by Lister (2006)

Reference list:

If the journalist or writer isn't named, start with the title of the online newspaper followed by the date in round brackets.

**In text:**

Guardian.co.uk (2008) describes the human rights situation in China...

**Organisation or personal web site**

**In text:**

Yau (2001) provided information about the Chinese community.

**Reference list:**


For web pages where no author can be identified, use the web page's title. Where no author or title can be identified, use the web page's URL.

**In text:**

The process for compressing video files is described at (http://www.newmediarepublic.com/dvideo/compression.html, 2008)

**Blog**

Author(s) Last name, First name. (Year site published/Last updated) ‘Title of message’, *Title of Internet Site*, Day Month of posted message. Available at: internet address (Accessed Day Month Year).


**Email communication**

Sender Last name, Initials (Year of message) Medium of communication Receiver of communication, Day Month of communication.

Interviews

Last name, Initials of person interviewed. (Year of interview) ‘Title of the interview (if any)’. Interview by/with Interviewer’s First name Last name, Title of publication. Medium in which the interview appeared (journal, radio, video etc), Publication details.

Example: Cowen, B. (2010) Interviewed by Brian Dobson, Six One News, video, RTE One,

In text

Cowen (2010) claimed in an interview....
In an interview on RTE (Cowen, 2010)....

Example of a reference list using the Harvard system.

<table>
<thead>
<tr>
<th>References</th>
<th>Source</th>
</tr>
</thead>
</table>
Further reading

This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Sources of information on the programme can be found in Section 17

<table>
<thead>
<tr>
<th></th>
<th>Awarding Institution / Body</th>
<th>University of Central Lancashire</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Teaching Institution and Location of Delivery</td>
<td>University of Central Lancashire, Preston Campus</td>
</tr>
<tr>
<td>3.</td>
<td>University School/Centre</td>
<td>Journalism, Media and Performance</td>
</tr>
<tr>
<td>4.</td>
<td>External Accreditation</td>
<td>N/A</td>
</tr>
<tr>
<td>5.</td>
<td>Title of Final Award</td>
<td>BA (Hons) Publishing</td>
</tr>
<tr>
<td>6.</td>
<td>Modes of Attendance offered</td>
<td>Full-Time and Part-Time</td>
</tr>
</tbody>
</table>
### 7a) UCAS Code


### 7b) JACS Code

| P400 |

### 8. Relevant Subject Benchmarking Group(s)


### 9. Other external influences

| Skillset, Association for Publishing Education |

### 10. Date of production/revision of this form

| 18th May 2017 |

### 11. Aims of the Programme

- To prepare students to work in the world of Publishing by giving them an in-depth knowledge of the publishing industry/book business including markets, structures, business models and innovations
- To provide students with the key practical publishing skills required by professional publishers
- To provide students with the knowledge and understanding of the entire process of producing a book from commissioning to retailing
- To promote student self-awareness, reflective learning and self-confidence
- To provide students with the entrepreneurial skills in a publishing context that they will need to succeed in a constantly changing industry
### 12. Learning Outcomes, Teaching, Learning and Assessment Methods

#### A. Knowledge and Understanding

On successful completion of this programme the student will be able to:

A1. Identify the key features of the publishing industry and the challenges it faces

A2. Assess the importance of digital developments in modern publishing both in terms of its role in production and consumption

A3. Critique the different roles, genres and structures in a publishing business

A4. Discuss the issues surrounding digital media, consumer insight, Big Data, intellectual property and copyright and their application to publishing

A5. Apply key research methods relevant to publishing to their work

A6. Analyse potential career options within publishing and related industries

A7. Evaluate the importance of collaborative working and project management in publishing

#### Teaching and Learning Methods

Students will be taught through lecture-workshops with an emphasis on practical skill development and activities which give them the opportunity to test out skills in simulated and real world settings. For digital modules, students will learn hands-on through directed study at workstations using industry-standard software. Formal classes will be supported by tutorials and as students advance through the course there will be opportunities for group projects and independent study.

#### Assessment methods

Students will be assessed through a mixture of practical projects, essays, presentations/pitches and portfolios.

#### B. Subject-specific skills

On successful completion of this programme the student will be able to:

B1. Produce a book to a professional standard with a clear marketing rationale
B2. Use key software packages essential to the publishing industry

B3. Apply editorial, production and design skills in a range of situations applicable to real-world publishers and critically reflect on their application

B4. Explain the features of Adobe InDesign CC and its analyse its practical use in book production

B5. Create eBooks with flowing text and images in both interactive PDF and ePub formats with interactive elements

B6. Identify emerging publishing opportunities, issues, innovations and creative solutions in an entrepreneurial manner

B7. Analyse a range of markets, market segmentation, distribution networks, and publicity and sales techniques in the context of publishing

B8. Construct a clear professional plan and portfolio for their up-coming career in publishing

**Teaching and Learning Methods**

Students will be taught through lecture-workshops with an emphasis on practical skill development and activities which give them the opportunity to test out skills in simulated and real world settings. For digital modules, students will learn hands-on through directed study at workstations using industry-standard software. Formal classes will be supported by tutorials and as students advance through the course there will be opportunities for group projects and independent study.

**Assessment methods**

Students will be assessed through a mixture of practical projects, essays and portfolios.

**C. Thinking Skills**

On successful completion of this programme the student will be able to:

C1. Explain and analyse aspects of the publishing industry such as marketing, editorial, production, design, sales and digital and how they work together to create a product
C2. Analyse the production and workflow processes and their role in shaping the final product

C3. Explain the business aspects of publishing

C4. Identify a research topic and apply research methods to research it

C5. Critique their ability to work collaboratively to produce a book

C6. Analyse issues relevant to the publishing industry

C7. Construct sound arguments, using a variety of evidence and recognising alternative perspectives, and communicate effectively in appropriate written, oral and visual ways

**Teaching and Learning Methods**

Students will be taught through lecture-workshops with an emphasis on practical skill development and activities which give them the opportunity to test out skills in simulated and real world settings. For digital modules, students will learn hands-on through directed study at workstations using industry-standard software. Formal classes will be supported by tutorials and as students advance through the course there will be opportunities for group projects and independent study.

**Assessment methods**

Students will be assessed through a mixture of practical projects, essays and portfolios.

**D. Other skills relevant to employability and personal development**

On successful completion of this programme the student will be able to:

D1. Identify issues, challenges and formulate innovative and creative solutions

D2. Promote ideas to publishers applying advanced communication, presentation and entrepreneurial skills

D3. Apply appropriate research methods to explore a topic in-depth

D4. Manage their own professional profile as part of their career development

D5. Critique their professional practice
<table>
<thead>
<tr>
<th>D6. Apply presentation, pitching and communication skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>D7. Organise their time efficiently and demonstrate creativity, flexibility and teamwork.</td>
</tr>
<tr>
<td>D8. Network with publishing professionals</td>
</tr>
</tbody>
</table>

### Teaching and Learning Methods

Students will be taught through lecture-workshops with an emphasis on practical skill development and activities which give them the opportunity to test out skills in simulated and real world settings. For digital modules, students will learn hands-on through directed study at workstations using industry-standard software. Formal classes will be supported by tutorials and as students advance through the course there will be opportunities for group projects and independent study.

### Assessment methods

Students will be assessed through a mixture of practical projects, essays and portfolios.
<table>
<thead>
<tr>
<th>Level</th>
<th>Module Code</th>
<th>Module Title</th>
<th>Credit Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 6</td>
<td>JN3820</td>
<td>Major Publishing Project</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>JN3829</td>
<td>Dissertation in Publishing</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>JN3821</td>
<td>Professional Practice in Publishing</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bachelor Honours Degree</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Requires 360 credits including a minimum of 220 at Level 5 and above and 100 at Level 6 and above.</td>
<td></td>
</tr>
<tr>
<td>Level 5</td>
<td>JN2820</td>
<td>Designing and producing a book</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>JN2821</td>
<td>Creating a Digital Book</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>JN2822</td>
<td>The Business of Publishing</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Diploma of Higher Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Requires 240 credits including a minimum of 100 at Level 5 or above</td>
<td></td>
</tr>
<tr>
<td>Level 4</td>
<td>JN1820</td>
<td>Essentials of Publishing</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>JN1821</td>
<td>Creating a Print Book</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Certificate of Higher Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Requires 120 credits at Level 4 or above</td>
<td></td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>JN1823</td>
<td>Issues and Innovations in Publishing</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Role of the Editor in Practice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JN1824</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 15. Personal Development Planning

Students will keep a PDP file throughout their programme through which they will develop a professional portfolio. This will include evidence from key assessments as well as skills learnt through practical experiences such as visits to book fairs, event launches and visits from industry speakers. PDP is specifically addressed in the module Professional Practice, which will reflect back on the whole degree and prepare students for the workplace, but a spirit of PDP is present across the degree with many modules including specific assessments and activities involving critical reflection on skills learnt. Each student will be assigned a personal tutor who will be responsible for meeting that student regularly to discuss PDP.

### 16. Admissions criteria *

(including agreed tariffs for entry with advanced standing)

*Correct as at date of approval. For latest information, please consult the University’s website.

The University’s minimum standard entry requirements for degree level study is 5 GCSE’s, Grade C or above including English and Maths, plus a 12 unit profile equivalent to 2 subjects at Advanced Level (A2).
Applications are welcomed from candidates with alternative qualifications, and from mature students.

**Other acceptable qualifications include:**

- Scottish Certificate of Education Higher Grade
- Irish Leaving Certificate Higher Grade
- International Baccalaureate
- BTEC National Certificate/Diploma
- Kite marked Access Course

For international students from non-English speaking countries, an IELTS 6.5 is also required.

<table>
<thead>
<tr>
<th>17. Key sources of information about the programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>• <a href="http://www.uclan.ac.uk">www.uclan.ac.uk</a></td>
</tr>
<tr>
<td>• UCLan prospectus</td>
</tr>
<tr>
<td>•</td>
</tr>
</tbody>
</table>
### 18. Curriculum Skills Map

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed.

<table>
<thead>
<tr>
<th>Level Code</th>
<th>Module Title</th>
<th>Core (C), Compulsory (COMP) or Option (O)</th>
<th>Programme Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Knowledge and understanding</td>
</tr>
<tr>
<td>JN3820</td>
<td>Major Publishing Project</td>
<td>X</td>
<td>A1 A2 A3 A4 A5 A6 A7 B1 B2 B3 B4 B5 B6 B7 B8 C1 C2 C3 C4 C5 C6 C7 D1 D2 D3 D4 D5 D6 D7 D8</td>
</tr>
<tr>
<td>JN3829</td>
<td>Dissertation in Publishing</td>
<td>X X X</td>
<td>X X X X X X X X X X X</td>
</tr>
<tr>
<td>JN3821</td>
<td>Professional Practice in Publishing</td>
<td>X X</td>
<td>X X X X X X X X X X X</td>
</tr>
<tr>
<td>JN2822</td>
<td>The Business of Publishing</td>
<td>X X</td>
<td>X X X X X X X</td>
</tr>
<tr>
<td>JN2821</td>
<td>Creating a Digital Book</td>
<td>X X X</td>
<td>X X X X X X</td>
</tr>
<tr>
<td>JN2820</td>
<td>Designing and Producing a Book</td>
<td>X X X</td>
<td>X X X X X X</td>
</tr>
<tr>
<td>JN1820</td>
<td>Essentials of Publishing</td>
<td>X X</td>
<td>X X X X</td>
</tr>
<tr>
<td>JN1821</td>
<td>Creating a Print Book</td>
<td>X X</td>
<td>X X X X</td>
</tr>
<tr>
<td>JN1823</td>
<td>Issues and Innovations in Publishing</td>
<td>X X</td>
<td>X X X X X</td>
</tr>
<tr>
<td>JN1824</td>
<td>The Role of the Editor in Practice</td>
<td>X X X</td>
<td>X X X X</td>
</tr>
</tbody>
</table>

**Note:** Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks.
19. LEARNING OUTCOMES FOR EXIT AWARDS:

Learning outcomes for the award of: ___ Certificate of Higher Education

Requires 120 credits at Level 4 or above

A1. Identify the key features of the publishing industry and the challenges it faces.

A3. Critique the different roles, genres and structures in a publishing business

B2. Use key software packages essential to the publishing industry

B6 Identify emerging publishing opportunities, issues, innovations and creative solutions in an entrepreneurial manner

B8 Construct a clear professional plan and portfolio for their up-coming career in publishing

C2. Analyse the production and workflow processes and their role in shaping the final product

C3. Explain the business aspects of publishing

C7. Construct sound arguments, using a variety of evidence and recognising alternative perspectives, and communicate effectively in appropriate written, oral and visual ways

D1. Identify issues, challenges and formulate innovative and creative solutions

D6. Apply presentation, pitching and communication skills

D7. Organise their time efficiently and demonstrate creativity, flexibility and teamwork.
Learning outcomes for the award of: ___ Diploma of Higher Education

Requires 240 credits including a minimum of 100 at Level 5 or above

A1. Identify the key features of the publishing industry and the challenges it faces

A2. Assess the importance of digital developments in modern publishing both in terms of its role in production and consumption

A3. Critique the different roles, genres and structures in a publishing business

A7. Evaluate the importance of collaborative working and project management in publishing

B2. Use key software packages essential to the publishing industry

B4. Explain the features of Adobe InDesign CC and its analyse its practical use in book production

B6. Identify emerging publishing opportunities, issues, innovations and creative solutions in an entrepreneurial manner

B7. Analyse a range of markets, market segmentation, distribution networks, and publicity and sales techniques in the context of publishing

B8. Construct a clear professional plan and portfolio for their up-coming career in publishing

C2. Analyse the production and workflow processes and their role in shaping the final product
C3. Explain the business aspects of publishing

C5. Critique their ability to work collaboratively to produce a book

C6. Analyse issues relevant to the publishing industry

C7. Construct sound arguments, using a variety of evidence and recognising alternative perspectives, and communicate effectively in appropriate written, oral and visual ways

D1. Identify issues, challenges and formulate innovative and creative solutions

D2. Promote ideas to publishers applying advanced communication, presentation and entrepreneurial skills

D5. Critique their professional practice

D6. Apply presentation, pitching and communication skills

D7. Organise their time efficiently and demonstrate creativity, flexibility and teamwork.