PUBLISHING
Undergraduate and Postgraduate programmes
Oxford International Centre for Publishing Studies

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My colleagues and I would like to welcome you to the School of Arts and Oxford Brookes University. Publishing is a flourishing subject within the school, and we also offer courses in Fine Art, Music, Digital Media Production, Art and Design Foundation and Film Studies.

Our close-knit community makes it easy for us to get to know our students well and for them to feel supported throughout their studies. Our approachable and experienced team of staff each have their own particular areas of professional research expertise and technical skills, which feed into their teaching on a daily basis. It is our aim to encourage a vibrant, inspirational learning environment and to provide the very best student experience.

All our Arts programmes distinctively combine technical skills, theory and professional practice. We also offer work placement options, allowing you to build strong links with cultural and creative industries.

We actively encourage our students to enter competitions and exhibitions, and to engage with industry and community based projects. We also have a studio award scheme to support students after graduation.

We hope you feel that you would like to join the Oxford International Centre for Publishing Studies, which is part of the School of Arts at Oxford Brookes University. We look forward to welcoming you.

Angus Phillips
Head of the School of Arts
Director of the Oxford International Centre for Publishing Studies
Publishing is a dynamic, constantly changing and exciting field that cuts across all media and encompasses a vast range of activities in many different industry sectors – magazines, journals, books and digital.

Oxford International Centre for Publishing Studies (OICPS)

The Oxford International Centre for Publishing Studies at Oxford Brookes University is one of the largest and most innovative centres for publishing education in the world. We offer a market-leading publishing degree as well as the largest range of postgraduate publishing courses in Europe. Our programmes in Publishing provide you with the skills, knowledge and networks to kickstart your career or improve your current position.

Graduates who have completed courses at Oxford Brookes have been exceptionally successful in obtaining employment soon after graduation and have a strong record of career progression. Our courses enjoy a high international standing in the publishing world. Work experience with publishing companies in Oxford, London and the south-east of England provide you with essential practical knowledge. Teaching staff have extensive experience in national and international publishing roles.

You will develop a wide range of publishing and general management skills, including advanced IT proficiency.

Brookes has given us some fabulous employees. From an employer’s point of view, a Brookes Publishing graduate is as good as someone with at least a year’s work experience.

Rebecca Smart
Managing Director, Ebury Publishing, Penguin Random House

www.arts.brookes.ac.uk/publishing
Why Publishing at Oxford Brookes?

- Excellent employment prospects.
- A great location in Oxford, which is a global publishing centre.
- Unrivalled access to work experience and international internships.
- Specialist careers advice including our Working in Publishing Day.
- Access to a wide range of visiting speakers from the publishing industry who regularly contribute to our programmes.
- Access to unique research resources and specialist publishing collections – such as the Booker Prize Archive, André Deutsch Collection, Publishing in Africa Collection as well as the Bodleian Library.
- Opportunities to visit international book fairs including Frankfurt, Bologna and London.
- Links with publishing organisations such as the Independent Publishers Guild, OPuS (Oxford Publishing Society) and the Society of Young Publishers with regular events held at Oxford Brookes.

Excellent links with industry

- An industry advisory board that monitors and supports the development of the programme and its relevance to current publishing.
- An extensive network of alumni throughout the world.
- Opportunities for work experience.
- A number of students are sponsored by their employers.
- A web board where employers advertise jobs in publishing.

Specialist facilities

Facilities available to students include a purpose-built IT suite with an interactive whiteboard and sound and video projection. There are over 40 full-spec Apple Macs with up-to-date software, including Adobe Creative Suite. All students have the opportunity to learn and use professional software such as Adobe InDesign.

Oxford Brookes is the permanent home of the Booker Prize Archive and hosts a number of specialist publishing collections.

Field trips

We organise industry visits to publishers and suppliers and arrange free entry for students to the London Book Fair. Each year the centre has a stand at the Fair and hosts seminars on contemporary publishing topics.

There are annual trips to companies in the UK as well as an international field trip to the Netherlands.

The National Student Survey 2015 scored Publishing Studies at Brookes 95% for overall satisfaction.
The course is designed to introduce you to the essentials of publishing and to encourage you to pursue your own interests through independent study.

**BA / BSc (Hons) Publishing Media**
Single or Combined

**Year 1** provides an overview of the whole publishing process – covering books, magazines and digital; introducing the key concepts whilst locating publishing in today’s culture.

In **Year 2** you will look at publishing as a business and have the opportunity to pursue various specialist pathways, from editorial and book history to marketing and management. There are modules which explore the changing role of publishing in society, and others which focus on IT skills and digital publishing.

In **Year 3**, you can pursue your favourite pathways in magazines, digital media, the history and culture of publishing, or engage in your own research-based project whether a dissertation/major project or independent study around a work placement.

The Guardian University Guide 2016 ranked our Publishing Media course 2nd out of 57 institutions*

* In Journalism, Publishing and Public Relations

I went to college in the United States for a semester before coming here but I wasn’t satisfied with my publishing course. So I got online and searched for the best undergraduate English language publishing programme in the world. I found Oxford Brookes.

Taylor Leonard, BA Publishing

In the Oxford International Centre for Publishing Studies, research is carried out over a range of interdisciplinary areas and this feeds into the programme through lectures, seminars, and the publications written by staff.

www.brookes.ac.uk/courses/undergraduate/publishing-media
Study modules

As courses are reviewed regularly, the module list you choose from may vary from that shown here. Combined honours students will take fewer modules from this list than those studying for the single honours degree.

- Publishing Principles and Practice I and II
- Creating and Editing Text for Publication
- Introduction to Publishing Technology
- Introduction to Magazine Publishing
- Publishing and Book History
- The Editor
- Publishing Sales and Marketing
- Publishing Business
- Magazine Publishing
- Publishing in the Digital Age
- Publishing Media Workflow
- Cultures of Publishing
- Print and Society
- Digital Product
- Publishing List Development
- Dissertation or Major Project

Combining with another course

This course can be combined with one of the following subjects:
- Business Management
- Communication, Media and Culture
- Drama
- English Language and Communication
- English Literature
- Film Studies
- Fine Art
- History
- History of Art
- Japanese Studies
- Music

“I was able to tailor my modules to the areas that interested me most, which also helped me to identify what I wanted to do after graduating.”

Emma Horton BA Publishing
Our courses have an outstanding national reputation, and are highly regarded by employers in the publishing industry

Career prospects

The publishing courses at Oxford Brookes have an outstanding national and international reputation, and are highly regarded by employers in the publishing industry.

Our graduates can be found in all departments of book, journal, magazine and electronic publishing. Some graduates have developed their careers in PR, advertising, charities, the arts and other organisations that are involved in publishing and communications activities. Others have applied their knowledge and skills to industries less obviously related to publishing or go on to postgraduate study.

Typical offers

■ A-level: grades BBB or equivalent IB Diploma: 31 points
 ■ BTEC National Diploma: DDM

For combined honours, normally the offer will lie between the offers quoted for each subject.

Specific entry requirements

■ GCSE: Mathematics and English Language at grade C or above

Publishing: work and the world

■ All Brookes Publishing students have the opportunity for work experience during their course, typically in a range of market sectors. Employers offering work placements include Cambridge University Press, Elsevier, HarperCollins, Macmillan, Oxfam and Oxford University Press. There are also opportunities for work placements in other countries.
 ■ Link in to our network of alumni, who are working in publishing jobs all over the world.
 ■ Specialist careers advice, including our Working in Publishing Day, when you can meet a variety of industry professionals.
 ■ Visit trade events in the UK and beyond.
 ■ Learn from visiting speakers from all sectors of publishing.
 ■ Benefit from mentoring from our long-standing industry advisory board and its strong relevance to all areas of the publishing course.
 ■ Visit the publishing website which houses our own vacancy list of jobs in publishing.
The Placement in the Creative and Cultural Industries module allowed me to apply for something with industry credit, which will look good on my CV. I found that doing a placement as part of my studies took the stress away.

I did my placement at So Vain Books, a start-up company that expanded from an online magazine that was brought out in 2010 by Stephanie Reed, a student at Brookes – and loved it! My responsibilities included creating promotional material such as posters, contributions to art ideas for the website, leaflets, and illustrations for books. I found that this vastly improved my InDesign and Photoshop skills.

Publishing Media taught me how to design things in a short amount of time with tight deadlines, be patient when things don’t go according to plan and think on my feet when I don’t know how to do something.

Prepare yourself for hard work but it is worth it! Lecturers encourage and help you in many ways to pursue the career you want.
Come and study in Oxford on the most prestigious and internationally recognised Master's programmes

Looking for the best Publishing MA?

Our industry-led courses provide you with the skills, knowledge and networks to kickstart your career in publishing, or to improve your current position. Our programmes, relaunched in 2016, are fully up to date with developments in the industry.

Applying for your place

An informal interview (by phone, Skype or in person) is usually part of your application. We use this time to get to know you better and understand your motivation and interests in publishing.

Work Experience

We try and tailor your learning best to suit your future goals. To gain understanding of the real working environment, our publishing students have the opportunity to do work experience.

Some students work one day a week with companies like Oxford University Press, whilst others undertake an extended digital project that involves working with smaller enterprises.

There are also chances for you to use your language skills with our 3-6 month placements abroad. The possibilities are endless!

Part time study

Many students attend part-time. We will discuss how timing of your studies, publishing work experience and paid work or family life fit into your schedule.

Financing your study

We offer a number of scholarships for applicants in our publishing programmes. You can receive up to £7,000 towards your fees, as well as Government loans awarding UK resident students up to £10,000.

To ensure an effective application, why not get in touch with one of our Academic or Support staff. We welcome contact, and would be more than happy to assist you.

For more details on how you can receive a scholarship, visit our ‘Scholarships and Funding’ page online at arts.brookes.ac.uk/scholarships

* Respondents to the 2014-15 graduate survey 6 months after graduation.
Student profile

Cameron Sclater
MA in Publishing Media

As anyone who works in publishing or has done the course will know one of the, if not the most important word is ‘networking’. While the MA was invaluable in establishing a brilliant, in-depth knowledge and experience across all aspects of the industry, it’s the connections the students get to make with publishers that really make it worthwhile. Having a Publishing MA on your CV will undoubtedly help get your foot in the door; however meeting people through guest lecturing, conferences, book fairs and internships is what will secure a job in the industry.

And now four months after handing in my dissertation, thanks to my contacts and experience on the course, I was able to secure a year long internship with the trade publisher Pan Macmillan as part of their brand team, which has been brilliant so far. My job involves researching a list of Pan Macmillan’s best-selling authors to see how they’re perceived by their readers and looking at ways we can improve this through different events or special promotions which we then present to the authors. My first week led me to an encounter with one of my all-time favourite illustrators Chris Riddell who is also the current Children’s Laureate!

I know there’s no way I would have been able to secure the position without the contacts and experience which have been offered to me through the brilliant Publishing MA at Oxford Brookes, which I could not recommend highly enough for those trying to enter the industry.

Student profile

Christine Modafferi
MA in Digital Publishing

After graduating from college in Rome, all I knew was that I wanted to work in publishing. I had no experience, but I did have passion. I knew that if I wanted to succeed in making my dream come true, I had to choose the right place to start. What made me set my heart on this course at Oxford Brookes was that the professors help and encourage students to build connections in the industry, whether through work experience or the many events hosted by the faculty. I had a gut feeling that this was that ‘right place’ I was looking for at which to begin my career.

After months of careful consideration, I applied for Oxford Brookes University’s MA in Digital Publishing and obtained the Faculty Scholarship for Merit. This scholarship certainly helped me financially, but it was also proof that all I needed to sustain me were my enthusiasm and willingness to learn. I had a feeling everything would be OK, and everything has indeed been more than OK.

My happiest memory to this day is when I found out I had obtained my dream internship as an Editorial Assistant at Ebury Publishing, part of Penguin Random House. My feeling that this course would be a great opportunity to work my way into the industry was not wrong. These past three months I have been commuting once a week to Ebury’s office in London, and just a couple of weeks ago my contract was renewed until May.

I could not thank the faculty more for having prepared me from day one to work confidently in a publishing setting, and giving me the chance to apply for internship opportunities that would have otherwise been very difficult to grasp.
The course combines relevant theory with practice and, by equipping you with appropriate knowledge and skills, will enhance your employment prospects in publishing and related work.

**MA in Publishing Media**

The MA in Publishing Media at Oxford Brookes is respected throughout the world. The course gives you a broad understanding of the key issues facing the publishing industry in the 21st century, and provides scope to develop specialist skills required for career development. It also enables in-depth exploration of specialist areas through independent study and a dissertation or major project.

This is one of a number of courses run by the Oxford International Centre for Publishing Studies which enjoys a high international standing in the publishing world. We have close links with publishing companies in Oxford and London, and staff have extensive experience in national and international publishing roles.

**Compulsory modules**
- Design and Production
- Editorial Management and Content Development
- Sales, Marketing and Consumer Insight
- Dissertation or Major Project

**Optional modules – Semester 2**
- History and Culture of Publishing
- International Rights Management
- Children’s Publishing
- Magazine Publishing
- Fiction and Non-Fiction Publishing
- Academic and Professional Publishing
- Digital Publishing Strategy
- Multi-Platform Publishing
- Independent Study
- Web Media

**Your year of study**

Core compulsory modules make up your studies in the first semester. You will also work on building your research skills, which will eventually lead to either a dissertation or major project; this is compulsory in order to gain an MA. In semester two, you study three further topics chosen from the list of optional modules.

**Entry Requirements**

Succeeding in the academic and practical environment of a publishing enterprise requires good written and spoken language skills, a sound academic background and an enthusiasm for the creative industries. As a minimum, you will offer the equivalent of a second class honours degree.

[www.brookes.ac.uk/courses/postgraduate/publishing](http://www.brookes.ac.uk/courses/postgraduate/publishing)
MA in Digital Publishing

Our MA in Digital Publishing offers you practical skills supported by lectures and seminars that develop your knowledge of this vibrant global industry. You will develop specialist skills that are in demand by publishing companies and the smaller entrepreneurial units that offer engaging career opportunities.

Our links with industry in Oxford, London and globally provide you with varied work experiences throughout the year. These opportunities enable you to network and tailor your cv to give your career a strong start.

Your year of study

As a full time student, from induction in September, you attend three modules that make up the core required knowledge for a confident understanding of all aspects of the industry. After an extended break at the end of the year (some students take up work experience offers at this time), you resume with the two focused digital modules. Between them, these modules provide a sound working and strategic knowledge of appropriate digital technologies that are applied in building digital products and services. An additional optional module is yours to select. Taken over the year six compulsory modules ensure that your knowledge and experience is acquired within a clear framework of study.

In the final semester and through the summer to the end of September, you are working with a supervisor on your dissertation or major project which offers opportunities to hone your research, project management and practical skills in an independent and academic context.

Digital publishing students are required to focus on an aspect of technology in the industry; usually this will embrace the impact of digital in the contemporary publishing industry.

Compulsory modules

- Design and Production
- Editorial Management and Content Development
- Sales, Marketing and Consumer Insight
- Digital Publishing Strategy
- Multi-Platform Publishing
- Dissertation or Major Project relevant to digital publishing

Optional modules – Semester 2

- History and Culture of Publishing
- International Rights Management
- Children’s Publishing
- Magazine Publishing
- Fiction and Non-Fiction Publishing
- Academic and Professional Publishing
- Independent Study
- Web Media

If your undergraduate degree was not studied in English, we ask for a IELTS language test at grade 6.5.

Some students provide evidence of their ability to thrive on the course through their experiences in full employment in any industry and we welcome applications from these potential students.

* Respondents to the 2014-15 graduate survey 6 months after graduation.
Our materials are developed by experienced academic staff with a variety of research interests and extensive industry expertise.

MA Publishing Studies (distance learning)

You may already be working in the publishing industry but would like the opportunity to extend your knowledge of other areas of this creative industry such as journals, trade publishing or non-fiction. Alternatively, you may want to explore the industry with a view to changing career. Given the flexibility of this programme, you could be based anywhere in the world, and we welcome international students.

Your year of study

The first year provides a basis for understanding the three main elements to the publishing industry: sales and marketing, digital workflow and production and editorial functions.

In the second year, you select from a choice of modules, including an independent study module that allows you to embrace your own particular interest or focus. For example, a recent student was passionate about publishing photographic books and undertook the design and production of a book of historic and contemporary photographs.

You will have access to the full electronic resources of the university library including journals and databases relating to the publishing and creative industries.

Full support is provided throughout your study including the use of Skype and discussion forums. The personal tutor guides students through the programme as a whole.

You will also work with a tutor who will support your dissertation. Study days offer the opportunity for face-to-face contact.

The programme affords you the flexibility to switch between the distance learning and campus based courses if you decide you would like to experience teaching and learning in Oxford, with face-to-face lectures and seminars.

Your experience

The ten-week modules provide focused reading and activities supported by a virtual learning environment. Your studies through these modules are supported by an Associate Tutor who provides guidance, advice and formative feedback on your work. They are available for consultation by email, telephone or Skype.

We provide full technical support for your use of the Moodle software that provides your main interface with the modules. In addition, you can take advantage of our Study Days (in Year 1 and Year 2) held at Oxford Brookes which aim to assist you with your research skills and dissertation writing.

The 30 month course culminates in a dissertation – again you are provided with a personal supervisor who supports your work. This is researched and written over six months, and submitted in July.

www.brookes.ac.uk/courses/postgraduate/publishing-studies-distance-learning

Speaking to lecturers through Skype, with distance learning where you can feel a bit isolated, this is a really good thing to do.

Hannah Grimette
MA Publishing Studies
(by distance learning)
It was very interesting to see the different aspects of publishing, and to get more insider views on the practical. For example we had modules on sales, marketing, rights and editorial.

Friederike Fuxen
MA Publishing Studies
(distance learning)