

PROGRAMME SPECIFICATION

for the award of

MA in Digital Publishing

Managed by the Faculty of Technology, Design and Environment

delivered by School of Arts

Date approved:	Date approval confirmed, on recommendation of University validation panel or other authorised body.
Applies to students commencing study in:	September 2018

RECORD OF UPDATES

Date amended*	Nature of amendment**	Reason for amendment**
July 2016	Transferred to new template	CMA Compliance, update to graduate attribute
October 2016	Checked for errors and amended by Subject Coordinator and Programme Lead.	Subject specialist knowledge.

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus
Language of study:	English
Final award:	MA
Programme title:	Digital Publishing
Interim exit awards and award titles available:	Postgraduate Certificate in Publishing Postgraduate Diploma in Digital Publishing
Brookes course code:	VA69
UCAS code:	P036906
JACS code:	P420
HECoS code:	100925
Mode of delivery:	Full-time (face to face/on-campus) Part-time (face to face/on-campus)
Mode/s and duration of study:	Normal duration 12 months full time and 24 months part time. Maximum duration for all modes is 5 years..
QAA subject benchmark statement/s which apply to the programme:	NA
Professional accreditation attached to the programme:	Creative Skillset https://creativeskillset.org/
University Regulations:	The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/

SECTION 2: WHY STUDY THIS PROGRAMME?

This programme is unique in offering students an introduction to the range of activities, skills and processes required for understanding, studying and working in the contemporary publishing industry. The focus of this programme is the opportunity to specialise in the digital technologies that contribute to this vibrant global creative industry. While digital technologies pervade all aspects of contemporary publishing, this programme offers students opportunities to specialise in cutting edge aspects of publishing in the second semester compulsory modules that address digital practice and digital strategy. In the culminating module, either a dissertation or major project, students address an issue identified and defined by themselves this is relevant to either issues or practice associated with digital technologies in the publishing industry. Graduates from this programme demonstrate a professional knowledge of current digital technologies in publishing and an ability to engage with the rapid change of technology that characterises the landscape of contemporary publishing.

The programme aims to prepare graduates for entry with advanced standing into the publishing industry both in the UK, Europe and the rest of the world. At entry to the programme, students are likely to fall into one of the following categories:

- a graduate from a non-publishing discipline;
- a returning student wishing to update and enhance their knowledge of current publishing practice;
- an existing employee in the publishing industry seeking, for the purpose of career advancement, knowledge outside their own area of employment specialism;
- a non-UK candidate who wishes to learn about publishing within the context of a global industry.

The MA in Digital Publishing aims to graduate individuals with a systematic and comprehensive understanding of the theories and practices of digital publishing, a critical awareness of the opportunities, challenges and conflicts of the growing globalisation and the impact of digital technologies which is taking place within the industry, a wide range of advanced academic and technical skills in the context of publishing, critical, analytical and evaluative abilities in communication, teamwork, time and task management and the current technologies necessary for employment;

Please refer to the following link to view the staff profiles within the School of Arts:

<http://arts.brookes.ac.uk/staff/index.html>

SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

3.1 ACADEMIC LITERACY

1. critically assess the business of publishing and its defining characteristics
2. evaluate the dynamic role of producers and consumers in the process of creating and disseminating intellectual property within business models
3. design and communicate a response to a defined complex issue or set of issues of relevance to technologies associated with the production and reception of intellectual property

3.2 RESEARCH LITERACY

4. formulate and carry out extended research within the digital disciplines relating to publishing
5. effectively utilise appropriate research strategies and methods to illuminate complex problems
6. critically evaluate research informing historic and current digital practice and issues within publishing studies

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

7. participate as an active and engaged team member by taking responsibility and carrying out tasks to agreed quality, brief and deadlines
8. formulate and evaluate publishing projects and appraise team performance against a set of objectives

9. demonstrate flexibility, creativity and the capacity for critical self-reflection whilst working across a variety of group and individual modes of study

3.4 DIGITAL AND INFORMATION LITERACY

10. evaluate the impact that digital technologies exert on the effective exploitation of intellectual property, content creation and distribution
11. demonstrate a critically-informed understanding and skills in the management and operation of a range of publishing technologies and processes relevant to this dynamic discipline

3.5 ACTIVE CITIZENSHIP

12. identify, clarify and appraise personal values through a process of critical self-reflection with due sensitivity to human diversity in local, national and global communities

SECTION 4: CURRICULUM CONTENT & STRUCTURE

4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

Code	Module Title	Credits	Level	Status	Coursework: Exam ratio
P65021	Design and Production	20	7	Compulsory	100% coursework
P65022	Editorial management and content development	20	7	Compulsory	100% coursework
P65023	Sales, marketing and consumer insight	20	7	Compulsory	100% coursework
P65024	Digital publishing strategy	20	7	Compulsory	100% coursework
P65035	Multi-platform publishing	20	7	Compulsory	100% coursework
P65033	Dissertation	60	7	Alternate compulsory	100% coursework
P65034	Major Project	60	7	Alternate compulsory	100% coursework
P65055	Children's publishing	20	7	Acceptable	100% coursework
P65056	Magazine publishing	20	7	Acceptable	100% coursework
P65016	Fiction and non-fiction publishing	20	7	Acceptable	100% coursework
P65017	Academic and professional publishing	20	7	Acceptable	100% coursework
P65029	History and culture of publishing	20	7	Acceptable	100% coursework
P65030	Independent study	20	7	Acceptable	100% coursework
P65027	International rights management	20	7	Acceptable	100% coursework
P01004	Interactive media	20	7	Acceptable	100% coursework
P65013	Professional experience	10	7	Acceptable	100% coursework

4.2 PROGRESSION AND AWARD REQUIREMENTS

Indicate any specific requirements for progression and awards in respect of the modules that must be passed, including any requirements that must be met to qualify for interim exit awards:

If students pass only P65022 Editorial management and content development, P65021 Design and production and P65023 Sales, marketing and consumer insight, they will be awarded a PG Cert in Publishing Media. (A PG Cert is not available for Digital Publishing, as the digital modules have not been taken).

For the **PG Diploma in Digital Publishing**, students must pass P65022 Editorial management and content development, P65021 Design and production and P65023 Sales, marketing and consumer insight, P65024 Digital publishing strategy and P65035 Multi-platform publishing plus one of the following modules: P65055, P65056, P65016, P65017, P65029, P65030, P65027, P01004

For the MA in Digital Publishing, students must meet PG Diploma requirements and pass a digital publishing-focused P65033 Dissertation or P65034 Major Project.

4.3 PROFESSIONAL REQUIREMENTS

The programme was awarded Creative Skillset accreditation in November 2015.

SECTION 5: TEACHING AND ASSESSMENT

A variety of teaching and learning methods are used across the programme. All modules offer more than one learning and teaching method which this ensures that students are exposed to a range of different learning opportunities. In turn, this approach maintains student motivation and interest in the topics. The contact time in lectures and seminars groups for an individual student is approximately 36 hours per semester, but this time is augmented with meetings with individual members of staff as Academic Advisors or in the form of consultation on specific topics relevant to assignments, projects, and dissertations. Independent and group study time will account for much of the remaining 170 hours per semester.

The programme utilises varied teaching and learning strategies. Guided reading and lectures provide students with the foundation knowledge and a framework for study that will enable them to achieve the learning outcomes for the module and cover the full range of postgraduate attributes. Seminars and workshops encourage students to engage in discussion with tutors and peers to test their understanding and ability to apply ideas, to develop their skills, and to encourage deeper learning. This pedagogy addresses postgraduate attributes specific to critical self-awareness and personal literacy, active citizenship, academic literacy and digital literacy. Computer technology-based workshops give students the opportunity to learn, test, clarify, and apply their digital skills and assess digital and information literacy using industry-standard software. Students are encouraged to take responsibility for their own learning from the start of the programme within a structured framework of lectures, visiting speakers, Acceptable field trips to book fairs (Frankfurt, Bologna and London), printers and British Library among others. The programme fees do not cover travel and accommodation costs for these events although tickets for one day entry are provided. However, students who are not able to attend the international fairs receive presentations on the event from staff and students. The Oxford-based field trips do not involve any additional cost; those in London require the cost of travel to London which is approximately £12 per student. Group work and role play simulates real-life publishing contexts and assesses all of the postgraduate attributes. Individual supervision in support of self-directed outcomes for dissertation or major project addresses research literacy. All modules make use of resource-based learning materials and Brookes Virtual facilities to support student learning and address digital and information literacy.

Graduate Attributes

Graduate attributes are developed throughout the programme. The core modules in semester 1 provide an initial grounding in academic literacy through introducing students to the specific knowledge required to operate within the digital and print publishing environments. The attributes for sound research literacy are initially established with a problem-based approach in these modules. An introduction to research practices is presented in modules P65033 Dissertation and P65034 Major Project which are initially

taught in joint sessions. Critical self-awareness is required to operate successfully within the group and independent assessments in these modules, particularly P65022 Editorial management and content creation and P65023 Sales Marketing and Consumer Insight. Digital and information literacy as appropriate to the practice of digital workflow within publishing is introduced in P65021 Typographic design and book production. The necessary attributes of active citizenship are established by raising awareness of the global nature of publishing industry and addressing the skills necessary to operate successfully in this global environment in all core modules.

These graduate attributes are built on during the Acceptable and compulsory modules in the second semester. Research literacy is particularly highlighted in the final segment of the programme in the design and participation in a research enterprise that results in either a dissertation or in an artefact with supporting texts. These attributes are developed through the students' independent learning. However, this project also enables students to practice critical self-awareness and personal literacy through independent learning. The project requires and develops an ability to efficiently identify and evaluate appropriate publishing technologies, an awareness of the active nature of citizenship, and furthers academic literacy through encompassing personal in-depth learning at an advanced level.

Assessment

A variety of assessment methods are used including: researching and writing reports, business cases, and case studies; practical projects; presentations, reading diaries, workbook questions and class tests. In some modules the assessments include working in small groups or pairs, but the balance is towards individual assignments. Continuous assessment takes place throughout the programme. Students are not assessed by examinations although some practical skills and specific facts are assessed through timed tests where content is most appropriately assessed by this means. In the compulsory modules taken by all MA/PGDip/PGCert students, assessments complement each other to ensure that assessment methods are both wide ranging and challenging. In addition, assessment methods within each module have been designed to enable students to demonstrate their achievement of the learning outcomes for that particular module and for the Postgraduate Attributes of the programme.

The teaching, learning and assessment strategy has been designed to take a holistic view of the programme and addresses the five fundamental tenets of the Brookes Assessment Compact. The centrality of effective assessment to learning is recognised in our module support materials where criteria are made explicit through links to teaching and marking matrices which set out the links to assessment criteria. Written formative and summative feedback is provided for all assessments and students are encouraged to take advantage of in class discussions and personal meetings for feedback. On some modules student peer assessment of presentations and/or written work contributes to the final marks awarded for the course work and all modules encourage students' personal reflection on their own work.

Feedback on the effectiveness of the teaching, learning, and assessment strategy is monitored through a combination of student evaluation (informally at a half-way point in the module) and formally at the end of each module. These evaluations are presented biannually at the two annual Subject Committee meetings at which staff address the details of this feedback and incorporate external examiner and committee comments.

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

The MA in Digital Publishing attracts graduates from a wide range of disciplines who are seeking entry with advanced standing into the digital arenas of the publishing industry. People wishing to update and enhance their knowledge of digital publishing practice and those working in other parts of the publishing industry also apply. In these cases, they are seeking knowledge outside their own specialist field in order to advance their careers in the digital aspects of this creative industry. Candidates from around the world enrol on the course to learn about digital aspects of publishing within the context of a global industry including postgraduate students from over 30 countries in Europe, Australia, Asia, Africa, and North and South America.

English language requirements

If English is not the applicant's first language, or if the applicant has not studied at degree level in an English teaching environment, an English language level of IELTS 6.5 overall with a minimum 6.0 in each of the subtests. Test results must be within a two-year date of application.

See the university's general English language requirements:

<http://www.brookes.ac.uk/international/applying-to-arriving/how-to-apply/english-language-requirements/>

Entrants to the programme should possess the following minimum qualifications:

- A second-class honours degree, or equivalent, in any subject or
- An appropriate professional background and experience in the publishing industry
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Applicants should also demonstrate a commitment to work in the publishing or communications industries. This attribute is usually evidenced through their application, references or at interview. See the university's general entry requirements: <http://www.brookes.ac.uk/studying-at-brookes/how-to-apply/entry-requirements/postgraduate-courses/>

6.2 DBS checks

While students have access to a range of work experience opportunities, these would not in the normal course of events require DBS checks.

SECTION 7: PREPARATION FOR EMPLOYMENT

Graduates of the programme seek employment within all parts of the digital creative industries both in the UK, Europe. Alumni are working in global digital publishing enterprises in USA and Canada, South American countries, India, African countries, and in China, among many other parts of the world. The emphasis that the programme places on employability through work experience in digital environments, practical assessments with an emphasis on current technologies, academic rigour and access to industry speakers and the resultant contacts within the UK and European publishing industries results in high levels of employment for our graduates in the digital areas of publishing.

The programme's staff maintain strong links with the publishing industry through the Industry Advisory Board, consultancy and training activities, international visits and local initiatives to support publishing industry such as activities of the Oxford Publishing Group, a Summer School. Students are provided with an extensive range of visiting speakers which annually offers over 10 publishing seminars, 7 meetings of OPUS, access to Society of Young Publishers Oxford-based events, Working in Publishing and visiting speakers in the individual modules. The programme offers extensive support for both long and short term work placements and opportunities for involvement in projects, primarily by not exclusively in Oxford and London connected with all aspects of publishing industry. There are also opportunities for work overseas and while most are not paid, there are some opportunities for recompense.