

MA Children's Publishing (Redesign)

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	School of Writing, Publishing and the Humanities
Main campus	Newton Park
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	Children's Publishing
Qualification (final award)	MA
Intermediate awards available	PgCert, PgDip
Routes available	Single
Duration of award	1 year full time, 2 years part-time
Professional Placement Year	No
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Taught Postgraduate Framework
Professional, Statutory and Regulatory Body accreditation	n/a

Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a
UCAS code	n/a
Route code (SITS)	CPBMA
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies 2019 Masters Characteristics Statement 2020
Date of most recent approval	June 2023
Date specification last updated	June 2023

[1]This should also be read in conjunction with the BSU Qualifications Credit Framework

Programme Overview

This course has been carefully designed to offer expertise in key areas and technologies used in children's publishing and to provide essential understanding of all key publishing departments (editorial, marketing, contracts, design and production) as well as the full scope of the industry, from baby/novelty and picture books to licensed brands and YA (young adult). Students will have the opportunity to engage with print and digital forms of publishing, building a portfolio of transferable skills, as well as producing professional-standard digital portfolios, ready to show to employers.

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

Employability is firmly embedded throughout the course and publishing skills are extremely transferable. The course has an international outlook as befits a global industry with foreign rights, sub-licensing, sales, operations and sustainable production being examined. There is opportunity for an industry field trip to a specialist book fair such as London. We have excellent existing and developing relationships with industry and will collaborate with the highly successful MA Writing for Young People to further strengthen both courses and increase the university's profile within this field.

Publishing provision at Bath Spa University is characterised by innovative approaches and creative studio-based collaborative working. It is an interdisciplinary, practice-based subject, which involves intellectual and critical engagement with ideas, research and stories. It involves the application of creativity, imagination, critical judgement and commercial awareness in the conceptualisation, shaping and production of engaging content.

Programme Aims

1. To ensure that students completing the course are work-ready, with the knowledge, tools, skills and confidence required to work in the children's publishing industry
2. To produce graduates with professional level print and digital making abilities
3. To provide students with a systemic understanding of the global nature of the children's publishing industry, including contracts, international rights, production and translation
4. To produce graduates with the commercial understanding to be able to identify, create and present convincing new product development
5. To encourage creativity, critical analysis and innovation in students
6. To offer learning situations (research and development, user testing, creative collaborations, pitches to industry guests) and breadth of experience (covering key industry departments and roles, and the range of products directed at children)

Programme Intended Learning Outcomes (ILOs)

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

A Subject-specific Skills and Knowledge

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

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

A3 A systematic knowledge of the complexity and processes involved in the creation of quality content and an ability to use specialist industry software across a range of platforms for print and digital

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

A5 A systematic knowledge of how to design, layout, critically and creatively edit text and images and shape these into coherent, accessible and engaging content

A6 The ability to persuasively deliver complex decision making for project presentations and industry pitches at a professional level

B Cognitive and Intellectual Skills

B1 Systematically and creatively engage with complex industry problems to devise and communicate persuasive solutions (such as marketing communications or product development)

B2 Evaluate current academic and market research and methodologies within the publishing industry

B3 Systematic or conceptual understanding of methodologies/theories and the application of these in the professional context of children's publishing to direct commercial and entrepreneurial decisions

B4 Self-direction in children's publishing-related activities and the ability to act autonomously in planning and producing effective industry-related content

C Skills for Life and Work

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

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

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

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

Intermediate awards

PgCert Intended Learning Outcomes

A1, A2, A3, A4, A5, A6

B1, B2, B3

C1, C3, C4

PgDip Intended Learning Outcomes

A1, A2, A3, A4, A5, A6

B1, B2, B3

C1, C2, C3, C4

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

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

Subject offered as single and/or joint programme

MA Children's Publishing				Status	
Level	Code	Title	Credits	Single	Joint
7	PUB7101-30	The Children's Book Market	30	C	n/a
7	PUB7102-30	Creating Content	30	C	n/a
7	PUB7103-30	Making Books	30	C	n/a
7	PUB7104-30	Multiplatform Publishing	30	C	n/a
7	PUB7105-60	Industry Project or Dissertation	60	C	n/a

Assessment methods

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

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

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

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

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

We have previously worked with local and national publishers Book Island (live projects and work experience), Chicken House (work experience), Parragon Books (internships) and Pavilion Books (work experience). We also provided work experience with Bath Literary Agency and Bath Children's Literature Festival and the Wild Wonder at Westonbirt Children's Festival. We continue to develop and grow our industry connections to provide students with careers opportunities and live industry experience.

Additional Costs Table

There are no additional costs associated with this programme.

Module Code & Title	Type of Cost	Cost

Graduate Attributes

	Bath Spa Graduates...	In Publishing, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Through careful module and learning environment design, and tutor guidance, students develop high-level skills and experience across a range of areas from editorial to marketing. Students will have opportunities to work in, and lead, teams. MA students graduate with a professional quality digital portfolio showcasing industry-related work.
2	Will be able to understand and manage complexity, diversity and change	The publishing environment is ever-changing with multiple projects being worked on at any one time and constant challenges around design and production. Diversity is a key element of children's publishing and this and the international focus of the course will help broaden the experience of students. The pace of work is fast and the expectations are high – tutors support students in their project management and in a studio environment which enables continuous feedback and constant refinement of work.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Publishing is inherently creative and interdisciplinary, this is reflected in the course content and approach. Proposed modules are developed with other subject areas such as MA Writing for Young People. Within industry, collaboration is crucial for the success of individual titles and companies.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital technology has been long used in publishing and is constantly evolving. The Publishing subject area at BSU is fully up-to-date and often ahead of the industry in terms of digital innovation and experimentation. Digital creativity and new product development will be apparent in the majority of modules and is the focus of the Multiplatform Publishing module. Students will complete the course with good skills in Adobe InDesign, Photoshop and Illustrator, as used in industry, as well as video and sound editing skills and mobile app creation.

5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	This is an internationally focused course reflecting the industry and BSU's 2020 strategy. Students will engage with buying and selling foreign rights and international production. There is an opportunity for an industry field trip to the annual international book fair in London and this is an important employability feature of the course.
6	Will be creative thinkers, doers and makers	This is a hands-on course where students will be researching and developing new ideas, as well as experimenting with different forms of making from digital to print production. High-quality outputs are expected in order for students to meet the expectations of the industry.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Critical analysis of aspects of the industry and its readers will give students the chance to examine a variety of challenges and opportunities. Students will be tasked to assimilate and distil wide-ranging research concisely and accurately. Students will present their developing ideas to their peers and tutors within modules, culminating in a professional pitch to their peers and industry panels.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Ethics, sustainability, diversity, equity and inclusion will be integral components of all modules, as they are within the industry. Students will have the opportunity to work with publishers with a truly international reach.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

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

Appendix 1: Programme Structure Diagram – MA Children's Publishing

Full-time

Level 7 FULL TIME		
Trimester 1	Trimester 2	Trimester 3
Core Modules		
PUB7101-30 The Children's Book Market PUB7102-30 Creating Content	PUB7103-30 Making Books PUB7104-30 Multiplatform Publishing	PUB7105-60 Industry Project or Dissertation

Part-time Year 1 (90 credits)

Level 7 PART TIME		
Year 1		
Trimester 1	Trimester 2	Trimester 3
Core Modules		
PUB7101-30 The Children's Book Market	PUB7103-30 Making Books	PUB7105-60 Industry Project or Dissertation

Part-time Year 2 (90 credits)

Level 7 PART TIME		
Year 2		
Trimester 1	Trimester 2	Trimester 3
Core Modules		
PUB7102-30 Creating Content	PUB7104-30 Multiplatform Publishing	PUB7105-60 Industry Project or Dissertation

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Intended Learning Outcomes												
				Subject-specific Skills and Knowledge						Cognitive and Intellectual Skills				Skills for Life and Work		
				A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3
7	PUB7101-30	The Children's Book Market	C	x		x	x		x	x	x	x	x		x	x
7	PUB7102-30	Creating Content	C	x	x	x	x		x	x	x	x	x	x	x	
7	PUB7103-30	Making Books	C	x		x	x	x		x	x	x	x			x
7	PUB7104-30	Multiplatform Publishing	C	x	x	x	x	x	x		x	x	x	x	x	x
7	PUB7105-60	Industry Project or Dissertation	C	x	x	x	x	x		x	x	x	x		x	x

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C, R,R*,O) [5]	Assessment method													
				Coursework					Practical					Written Examination			
				Composition	Dissertation	Essay	Journal	Portfolio	Report	Performance	Practical Project	Extended Project	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
7	PUB7 101-30	The Children's Book Market	C					1 x (eq. 7000 words)						1 x 10 mins (eq. 1000 words)			
7	PUB7 102-30	Creating Content	C					1 x (eq. 7000 words)						1 x 10 mins (eq. 1000 words)			
7	PUB7 103-30	Making Books	C					1 x (eq. 7000 words)	1 x (1000 words)								
7	PUB7 104-30	Multiplatform Publishing	C					1 x (7000 words)						1 x 10 mins (eq. 1000 words)			
7	PUB7 105-60	Industry Project or Dissertation	C		1 x (16000 words) (or extended industry project)												1 x (16000 words) (or dissertation)

[5] C = Core; R = Required; R* = Required*; O = Optional