UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	UPNNHN-30-3 Publishing: From Commission to Print		
Module Code		Level	Level 6
For implementation from	2022-23		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Linguistics
Department	ACE Dept of Arts & Cultural Industries		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: See Learning Outcomes.

Outline Syllabus: In this module, you will learn about the professional context of the publishing industry, and the skills required to launch and sustain a career in the industry. You will be required to research and respond to publishing convention, demonstrating an understanding of the pathways to publication and beyond. You will typically be assessed on both your creative outputs and the modes of presentation, pitch and promotion used within publishing convention. These requirements closely mirror those of the industry in which the ability to present creative work in line with industry expectations is essential to success as an author, editor, agent or other publishing professional.

You will consider ideas around viability, marketability, production cost and the changing nature of book selling (for example self-publishing, ebooks, the role of the supermarkets and online retailers). The module will examine how publishing has evolved, the processes involved in traditional publishing today and the rapidly proliferating opportunities for and structures to support self-publishing.

The module will also consider the changing roles of the literary agent, editor, sales teams and marketing strategists. Students will carry out activities based on live briefs involving current sales campaigns.

Teaching and Learning Methods: Scheduled learning: Workshops, lectorials and seminars are at the core of this module's teaching and learning methods. This allows a flexible approach to be taken to combining lecturer input with practical work. This flexible approach also enables students to develop the skills necessary to engage with different modes of learning. The module may require students to work both independently and in small groups on a variety of tasks.

Guidance on work briefs and set reading or tasks will be available either in the module handbook, via the module information on UWE online or through any other vehicle deemed appropriate by the module/programme leaders.

Independent learning: Independent study may include a variety of tasks such as written exercises, assignment preparation, and recommended further reading. It will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard.

A minimum of 72 hours contact time is provided for this module

Part 3: Assessment			
2 portfolios (equally weighted): Students are required to submit two portfolios of work that will include the outcomes of tasks set during the module. These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.			
First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Portfolio - Component A		50 %	Portfolio - The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Portfolio - Component A	✓	50 %	Portfolio - The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Portfolio - Component A		50 %	Portfolio - The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Portfolio - Component A	✓	50 %	Portfolio - The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	**Reference**
	Demonstrate an understanding of the professional context of the publishing industry.	MO1
	Create a range of writing that reflects this understanding, which may include, for example, analysis of the development of a market sector, curation of a publishing list, formulation of a publicity campaign, comparison of different publishing platforms.	MO2
	Critically evaluate examples of creative writing in line with the publishing marketplace, and show your ability to position these within the context of industry expectations.	MO3
	Deploy the appropriate techniques to present your work in different professional contexts – examples may include: marketing, publicity, sales, rights, design, audio, film adaptation, events.	MO4

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:*	
	https://rl.talis.com/3/uwe/lists/59C18894-D94D-1F3B-DF85-1DD9A012D304.html?lang=en-GB&login=1	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: