



Module Definition Form (MDF)

Module code: MOD000527	Version: 9 Date Amended: 06/Dec/2024
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1. Module Title
Creativity and Content in Publishing

2a. Module Leader
Katharine Reeve

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces you to the world of contemporary publishing in all its variety, and to the processes by which publishers work with authors and designers to shape text and image for specific audiences. You will cover issues, principles and practices related to the commissioning, concept development and packaging of a wide range of publications across digital and print platforms: from academic to children's books, illustrated nonfiction to social media content marketing.

The module stresses the importance of determining the strategic direction of a publisher's list, the publisher's relationship with content creators, an understanding of the zeitgeist or cultural context, and the need for quality control in managing editorial projects. Workshops enable you to experiment and develop the practical skills that you will need when working in a publishing environment, such as: copywriting, blurb writing, digital marketing, proposal development and project management, communicating with different audiences and pitching.

Visiting industry specialists will contribute specialist insights and case studies.

6b. Outline Content

- Knowledge of the culture of contemporary publishing
- Understanding of different media markets and their increasing convergence
- Content, market, appropriate platforms
- Strategic and operational elements involved in commissioning content and/or agent acquisition of content
- The author's perspective
- Relationships between publishers, authors and other content creators
- The editorial and design process and acquisition of associated copy-editing and proofreading skills
- Integrated Publishing: versions, extensions and tie-ins
- Communicating the content to users and intermediaries
- Presentation skills required to communicating new projects
- Presentations of Publishing Projects
- Independent study to follow up workshops
- Study of trade journals, specialist websites, industry reports, etc.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Recognise and critically analyse the central role of content creation in publishing, the strategic importance of the editorial function, and the different stages of the editorial process
2	Knowledge and Understanding	Show a systematic knowledge of the ways publishers adapt content of publishing products and services for different markets, and the different methods of dissemination of this content in different formats and on different platforms in various international contexts
3	Intellectual, practical, affective and transferrable skills	Demonstrate an ability to work effectively and make informed decisions in a professional publishing context
4	Intellectual, practical, affective and transferrable skills	Show a good understanding of practical editorial and design techniques

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	24	1-4	12 x 2-hour seminars/workshops
Student managed learning	276	1-4	Includes self study in DTP and editorial skills.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Editorial portfolio comprising editorial plan (1000 words), editorial publishing proposal (2000 words) and 10-minute individual pitch presentation (with slides and notes)					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Editorial plan 1000 words	Canvas	30 (%)	All
010/2	Editorial publishing proposal with pitch presentation slides and notes 3000 words	Canvas	70 (%)	

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]