| Module code: MOD000530 | Version: 10    Date Amended: 05/Jul/2024 |
|---|---|

**1. Module Title**

Making Books and Producing Content

**2a. Module Leader**

Jon Stone

**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 covers issues, principles and practices related to the design, production and distribution of publishing products and services in a variety of formats and on various platforms.

The module introduces the processes and technologies used to transform a manuscript or data file into a print or digital publication suitable for audiences in local and international markets. It also gives you an understanding of the project-management tools and methods that can be applied to ensure that the process is effected in a timely and cost-effective manner. You will learn how to plan, organise and coordinate the development and production of a publishing project, applying the transferable skills of scheduling and budgeting.

Seminars are used to communicate and analyse aspects of the production process. Workshops enable you to learn practical skills that you will need to understand when working in a publishing environment. Using industry-standard practices, you will learn how to take a project from initial briefing through to its distribution. Workshops will cover specific production requirements for print and digital products and services. There may be an opportunity to visit a printing works or publishing house.

## 6b. Outline Content

- Production technology from pre-press to printing
- Production project management: briefing, workflow and schedules
- Publication design and layout
- Illustrated publications, working with images
- Design and layout software
- Working within website content management systems
- Estimating production costs; paper and print buying
- Production editing: copyediting, working with proofs and passing files for print

## 6c. Key Texts/Literature

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

## 6d. Specialist Learning Resources

Facilities with DTP software

| 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 | Demonstrate a systematic critical understanding of the technology required to produce and distribute a variety of publishing products and services in an international context with different formats and on different platforms |
| 2 | Knowledge and Understanding | Show a systematic understanding of, and an ability to evaluate critically, processes required to produce and distribute a variety of publishing products and services in an international context with different formats and on different platforms |
| 3 | Intellectual, practical, affective and transferrable skills | Demonstrate the systematic and comprehensive knowledge required to formulate professionally appropriate instruction briefs, budgets and schedules related to the performance of design, production and distribution tasks in a publishing context |
| 4 | Intellectual, practical, affective and transferrable skills | Show a comprehensive understanding of the project management methods employed to plan and control aspects of the design, production and function in a publishing organisation |

| 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 | None | None |
| Other teacher managed learning | 24 | 1-4 | 12 x 2-hour seminars/workshops |
| Student managed learning | 276 | 1-4 | Includes self study in IT and business 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 (%) |

**Produce a publication (e.g. a Creative Writing Anthology or a series of webpages for a charity, a sample publication for a new poetry small press, a fashion zine, engagement with the Ruskin Press) and present your work as a portfolio comprising: a brief for the design and production, detailing format and how you want your publication to look; flatplan; sample pages, and cover; with a 1000-word critical commentary on the process and reflecting on the skills required**

## Assessment components for Element 010

| Component No. | Assessment Title | Submission Method | Weighting (%) | Components needed for Mark Calculation? |
|---|---|---|---|---|
| 010/1 | Critical commentary 1000 words | | 30 (%) | All |
| 010/2 | Publication with supporting material including design brief and cover 3000 words | | 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]**