

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

On achieving Level 7 you will be able to:

- C1 **Work Independently** - Act autonomously in planning and implementing tasks in a professional context.
- C2 **Work with Others** - Plan for and actively engage in inclusive collaboration with others to tackle and solve complex problems and develop original insights.
- C3 **Communicate with Impact** - Communicate complex ideas clearly, effectively and impactfully with specialist and non-specialist audiences.
- C4 **Demonstrate Digital Fluency** - Use digital skills productively, critically and ethically to enhance creativity and communication in a professional context.

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 [↗](#)

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:

Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	Learning to use your judgment to assess appropriateness of content and style for a variety of intended audiences, such as different reading age groups and international markets. This trains an acute awareness of personal opinions and preferences in the context of other points of view. You will also engage in supportive peer feedback to develop your ability to critically reflect on the strengths and weaknesses of your work and your peers', alongside tasks that encourage you to experiment and take risks as part of the learning process. Furthermore, reflective assignments on a wide range of work will highlight the skills you are developing and how they are relevant to work in children's publishing and other related industries.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	On-going project-work focused on developing creative work, but also on providing and receiving feedback on work in progress by peers, tutors and visiting industry professionals. In a safe and supportive environment, this will develop your ability to sensitively and constructively respond to others' work and to feedback on your own work, while building mutually supportive creative practices and networks.

Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Within project assignments, you will be given the opportunity to work together and to contribute to each other's work, mirroring industry expectations. This will allow you to balance your own specialisms and preferences with those of your colleagues, finding the most productive way to utilise the feedback and skills of colleagues to the best effect. Whilst, independent and collaborative problem-solving in pursuing project work, as well as respectful and inclusive discussion of key industry debates, including about diversity and publishing sensitive content, will encourage a respect for other experiences, views and beliefs.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	From in-class formative assignments to longer form projects and presentations, the practical nature of the Children's Publishing course means that you will be challenged to make your own decisions about how to present content and will be encouraged to experiment and try different approaches with the support and feedback of experienced tutors and technical staff.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	From understanding different international children's markets to producing content that has a truly global appeal, you will be encouraged to think beyond the confines of their own experience and perspective to understand different points of view and tailor your work with an awareness of the different needs and preferences of a range of possible audiences.

Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Career planning is built into the Children's Publishing course through mirroring industry practice in project work across a range of publishing skill sets, and where the ability to plan and schedule work towards a deadline and goal is an essential part of the publishing process. By introducing you to a variety of visiting publishing companies and industry speakers, you will have the opportunity to make important connections that will help you to achieve your end goals. We also build personal branding and communication of skills into assignment work, preparing you for industry employment.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	In Children's Publishing, editors and content producers must always be aware of the ethical and legal implications of content and production from copyright, libel or the sustainability of print to issues of privacy, equality, accuracy and trustworthiness in traditional and new media. All these considerations form part of the teaching across the programme.

Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	The programme utilises extended portfolios and industry projects where students' decisions impact outcomes, fostering accountability; whilst reflective work encourages students to consider decisions made and how these effect the end results. Students are encouraged to manage their own soft deadlines and be proactive in finding their own solutions to problems and task challenges with tutor support, in preparation for entering industry.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	The teaching practice of developing projects with continuous tutor and technical feedback allows time and space for students to review and improve work, recognise mistakes and blind alleys, and re-set goals and methods in a measured, positive and strategic way.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	The Children's Publishing course involves technical training throughout in industry standard software such as Adobe InDesign and Photoshop but also a number of projects that encourage students to experiment in a variety of digital tools, not necessarily to train advanced proficiency in them but achieve particular, limited ends, encouraging students to be digitally nimble and confident that they can adapt quickly to any tool and use it to achieve particular outcomes.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
PUB7101-30	The Children's Book Market	Change of assessment	Curriculum Approval Panel, December 2024	2025/26
PUB7102-30	Creating Content	Change of assessment	Curriculum Approval Panel, December 2024	2025/26
PUB7103-30	Making Books	Change of assessment	Curriculum Approval Panel, December 2024	2025/26
PUB7104-30	Multiplatform Publishing	Change of assessment	Curriculum Approval Panel, December 2024	2025/26

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
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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	C4
7	PUB 710 1-30	The Children's Book Market	C	x		x	x		x	x	x	x	x		x	x	

7	PUB 710 2-30	Cre atin g Con tent	C	x	x	x	x	x	x	x	x	x	x	x	x	x	
7	PUB 710 3-30	Mak ing Boo ks	C	x		x	x	x		x	x	x	x	x			x
7	PUB 710 4-30	Mult iplat for m Publ ishi ng	C	x	x	x	x	x	x	x		x	x	x	x	x	x
7	PUB 710 5-60	Indu stry Proj ect or Diss erta tion	C	x	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 [↗](#)

Lev el	Mod ule Cod e	Mod ule Title	Stat us (C,R ,R*, O) [5]	Assessment method													
				Coursework						Practical					Written Examination		
				Com posi tion	Diss erta tion	Essa y	Jour nal	Port folio	Rep ort	Perf orm anc e	Prac tical Proj ect	Exte nde d Proj ect	Pres enta tion	Set exer cise s	Writ ten Exa min atio n	In- clas s test (see n)	In- clas s test (uns een)

7	PUB 710 1-30	The Chil dren 's Boo k Mar ket	C					1 x (eq. 800 0 wor ds)								
7	PUB 710 2-30	Cre atin g Con tent	C					1 x (eq. 800 0 wor ds)								
7	PUB 710 3-30	Mak ing Boo ks	C					1 x (eq. 800 0 wor ds)								
7	PUB 710 4-30	Mult iplat for m Publ ishi ng	C					1 x (80 00 wor ds)								
7	PUB 710 5-60	Indu stry Proj ect or Diss erta tion	C		1 x (16 000 wor ds) (or exte nde d indu stry proj ect)						1 x (16 000 wor ds) (or diss erta tion)					

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