PUBLISHING WORKSHOP

Kingston School of Art, The Design School, 18.02.2019

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Workshop Agenda

`11:15-11:30am` Introduction to the workshop exercise. Splitting into groups

`11:30am-12:45pm` Part 1. Publishing role-playing exercise

`12:45-1:00pm` Part 1. Individual work

Lunch break (1 hour)

`2:00-2:30pm` Part 2. Groups prepare their presentations

`2:30-4pm` Part 2. Group presentations and feedback (15mins per group)

`4pm` Final Q&A session / End of workshop

Part 1. Publishing role-playing

⁅ Split up in groups of four

⁅ Divide roles between *publisher, editor, author, designer*

⁅ Discuss each project for 15-20mins – ask each other questions and gather notes on post-its or make sketches directly on the blank "flat-plan" & "wireframe" mock-ups provided

⁅ Reverse roles & repeat until everyone's project has been discussed

⁅ Individual work for 15mins – gather notes from role-playing exercise and work on refining individual proposals

Total time: 1hr 30mins

Part 1. When discussing consider:

Publisher

{ What is the project's subject and contemporary relevance?

{ What hybrid publishing strategies are appropriate for the target audience?

{ What 'niche' is this publication aiming to fulfil?

Editor

{ What is the narrative structure/content organisation?

{ How will the narrative engage the target audience?

{ Are there opportunities to develop narrative further?

Part 1. When discussing consider:

Author

⁊ How does the narrative structure/organisation maintain research integrity?

⁊ Does the author have any requirements for the presentation of their content?

⁊ Does the design fulfil the author's requirements for the content representation?

Designer

⁊ How will the design communicate the content to the target audience?

⁊ What is the design's vision and aesthetic?

⁊ Is this vision/aesthetic appropriate for the hybrid publishing strategies required by the publisher?

Part 2. Group presentation and feedback

{ Work together as a group to choose which project to present to the rest of the class, or to pick key issues from each project and share insights.

{ Identify the challenges and opportunities in developing content alongside design concepts and publishing concerns.

{ Prepare a 10-15mins presentation using appropriate visual aids.

{ Group presentations and feedback – each group presents for 10-15mins and receives questions and/or feedback from the rest of the class

Total time: 2hrs

Thank you! Questions?