PUBLISHING WORKSHOP
Kingston School of Art, The Design School, 18.02.2019

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Workshop Agenda

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

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

12:45–1:00 pm  Part 1. Individual work

Lunch break (1 hour)

2:00–2:30 pm  Part 2. Groups prepare their presentations

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

4 pm  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?