

PUBLISHING WORKSHOP

Kingston School of Art, The Design School, 18.02.2019

Lozana Rossenova

lozana@lozandarossenova.com

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?