LONDON COLLEGE OF COMMUNICATION DRIVES DIGITAL PUBLISHING MOMENTUM AMONG STUDENTS WITH QUARKXPRESS
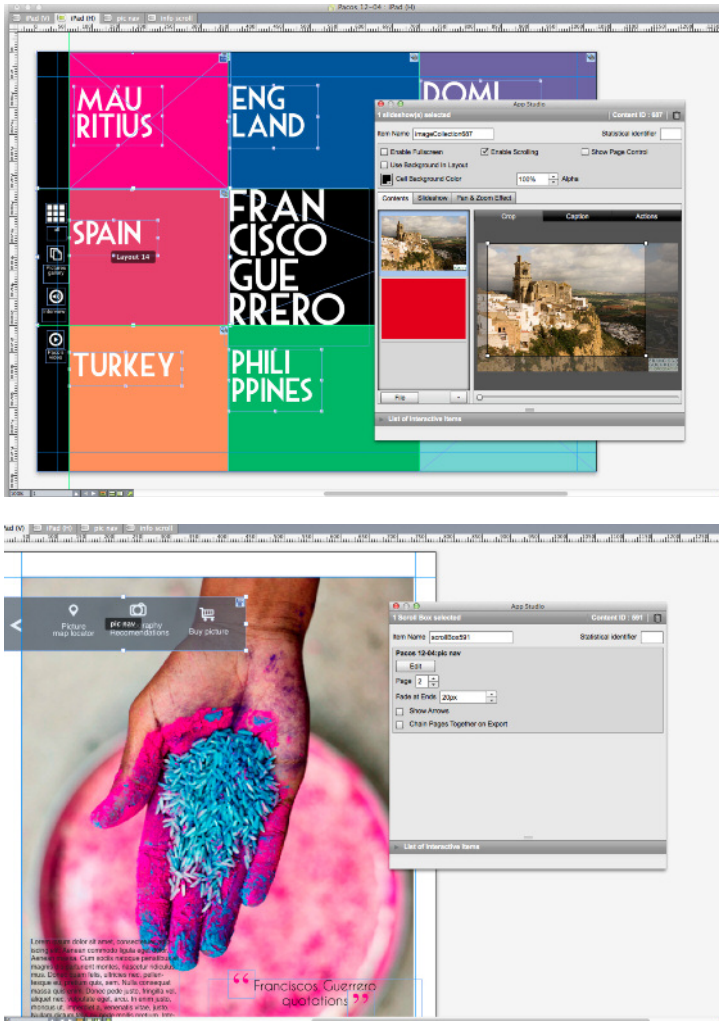
WORLD LEADER IN MEDIA AND DESIGN COURSES CHOOSES APP STUDIO FOR DIGITAL PUBLISHING CURRICULUM

The London College of Communication (LCC) is one of the six colleges that make up the University of the Arts London. The college, which specializes in graphic design, advertising, journalism, and publishing, successfully introduced QuarkXPress as part of the Master of Arts (MA) in Publishing and saw enthusiastic uptake by students who produced outstanding digital publications with the cross-media design functionality of App Studio.

The MA Publishing program at LCC is a one-year, full-time course of approximately 45 students who come from countries across the world, including India, Brazil, China, Denmark, as well as the United Kingdom. Students come to the course to establish and advance their publishing skill sets and to take advantage of the course's connections with the publishing industry.

The MA Publishing course is at the forefront of digital developments and actively promotes this aspect of publishing through course units such as "Future Applications for Digital Content," which enables students to experiment with the potential for new digital products. Keith Martin, Senior Lecturer on LCC's MA Publishing course, explained, "We are embedding digital interactive publishing into the course at

With only two weeks of QuarkXPress training under her belt, Gabriela Sánchez-Curiel Nyssen, a student at the London College of Communication, produced an interactive iPad app about lifestyle and travel photographer Francisco Guerrero, featuring picture slideshows, audio interviews and videos.

all levels: from theoretical and financial considerations through to practical production. The digital aspect of publishing is increasingly central to everyone in this industry."

Martin continued, "QuarkXPress has enabled our students to produce working digital prototypes and finished iPad magazines without fuss. This gives our students valuable skills and insights, and it helps them understand the implications and possibilities of the developments that challenge today's publishers."

MA Publishing students at LCC were required to plan and produce a digital publication as their assignment for the "Future Applications for Digital Content" unit, and the majority chose QuarkXPress to create iPad apps. Gabriela Sánchez-Curiel Nyssen, a graphic designer with experience working for Time Warner Inc. in Mexico and now a student at the London College of Communication, used QuarkXPress to develop one of her digital projects. She said, "I used QuarkXPress professionally for the first time in a workshop when completing my MA in Publishing. Keith Martin taught our group some of the features and easy ways to design digital content. So when we were asked to conceive and complete a digital publishing assignment for part of the MA assessment, QuarkXPress was always my first choice."

Sánchez-Curiel Nyssen continued, "I was astonished at the results of my digital design project; it looked very professional and exceeded my expectations. It took me only two weeks to learn the program and to make the iPad design on QuarkXPress, and I really feel that I got an excellent quality result."

Sánchez-Curiel Nyssen graduated with a Graphic Design Bachelor of Arts, and even though she had twelve years of experience in the publishing industry, she did not have the skills to code and realized that QuarkXPress was the way for her to take the plunge into digital publishing. "QuarkXPress is made for people like me; it's easy to learn, very user-friendly, but most of all, it's a tool made for a normal

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designer, and not for a very specialized engineer with a PhD in physics, requiring several man-years to learn and to write the code."

In London, Sánchez-Curiel Nyssen founded Global Transmedia Publishing, whose business model was presented at the prestigious London Book Fair, where Sánchez-Curiel Nyssen was featured as a publishing innovator. "One of my aims in London has been to learn how to transfer content to digital devices easily and affordably. Even with growing demand and economy in Mexico, the current publishing business models do not allow for large expenditure for the development of apps. The knowledge of how to make apps has become a must for all designers in this digital publishing era across all platforms. QuarkXPress is the design tool that I am considering for designing the tablet digital content for my future clients."

Peter Schaebbicke, Quark European Channel and Education Programs Director, said, "It's great to see universities like the London College of Communication raising the bar and allowing students to explore the intriguing complexity of today's publishing industry, from producing and designing content to delivering it cost-effectively to multiple platforms. Thanks to QuarkXPress, students can learn skills that will help them to stand out in the ever-evolving publishing sector, where digital is driving revenue and innovation. Quark supports the education sector with very affordable pricing for teachers, students, schools, colleges and universities, who can have access to a professional publishing tool with a discount of up to 90 percent on the original price."

"QUARKXPRESS HAS ENABLED OUR STUDENTS TO PRODUCE WORKING DIGITAL PROTOTYPES AND FINISHED IPAD MAGAZINES WITHOUT FUSS. THIS GIVES OUR STUDENTS VALUABLE SKILLS AND INSIGHTS, AND IT HELPS THEM UNDERSTAND THE IMPLICATIONS AND POSSIBILITIES OF THE DEVELOPMENTS THAT CHALLENGE TODAY'S PUBLISHERS."

— KEITH MARTIN, SENIOR LECTURER ON LCC'S MA PUBLISHING COURSE

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