

**ual** : university  
of the arts  
london

# **Element 1**

## **Client collaboration 2022/23**

### **Penguin Michael Joseph**

The assessment for this unit is weighted. In element-based assessment, you must achieve at least an E grade in each element, and an aggregate grade of at least D- in the overall unit. Failure (F, or F-), or non-submission in any element defaults to Fail for the unit. Assessment will be against the specified marking criteria. This is an elemental assessment comprising:

Element 1: The submission of a production log of at least 1,500 words (50% of the unit). The production log should contain: A week-by-week log of activities, including research, pitching ideas, content creation, edits, meetings and production processes. The production log is a record of your creative journey through this client project and should be curated as you progress through the project. The suggested length is 4,000 words. This should be submitted in a word or PDF document.

# Week by week Production Log

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

1. Reading the brief was interesting. The first problem was trying to understand exactly what the brief entailed, and which type of work/production was important, and also what simply was not. I have tried my best to try and include work which prioritizes what the brief is asking. Most, of the work requested was within reach. Although, taking out a Gap Year, I have very low grades, and want to increase my chances of getting a better quality degree. As the Client collaboration was with Penguin books, in particular Penguin Michael Joseph, I had to begin a journey of learning more about Penguin books, especially Penguin Micheal Joseph. As an Author, myself of Cinderella, there was always vested interest here, and dreams of getting a book deal. For weeks, and weeks I began looking for inspiration, drawing upon already completed work, features, sketches, flatplans, Adobe collages.

2. The first thing was to look at the work being completed within classes. Unfortunately, I can't attend classes, as I have many medical problems, such as fractures in the ankles, Asthma, and a generally tired feeling as you all experience COVID-19. My first task was to check and see if the work Was achievable, and possible. My first impression, was yes, it was, but to do the work justice a lot of time an effort had to be put in, as well as using my time wisely, and organizing a timetable, that takes into account writers block, etc.

3. My first goal was to find, record, and look for further inspiration. For me Penguin books was a nostalgic journey, and may not be what the brief entailed. However, it was important for my artistic and creative process, so I began looking for images, articles, features that may help my creative outlook. I created a SWAY from Microsoft Outlook, with all the details and information about Penguin publishing that was possible. As publishing was based in London, and the publishing house was relatively old and new, it gave the work some nucleus, and an angle at looking at things, formalizing a perspective. This seemed important to work created by Penguin, as there is a inclusivity, and warmth within their work, but also a degree of professionalism and austerity. They also hold the readers imagination in a way similar to Disney, full of nostalgia and a sense of worth for the reader or buyer.

4. As the work on the project began at University, I had to read notes. One of the first appointed tasks for students, regarding the Client Brief 2022/23 was to understand the difference between a client and consumer magazine, and to define both. An introduction, into the main body of work for this project. I began looking at some of the magazines I enjoy reading first, and was impressed at my readers list. Evening Standard newspaper supplement, was one of my first google searches, and I wrote to them, with a handful of other magazines, I was happy to make contact, and see how they replied back. I asked them if they could classify if their magazine or supplement was a client or consumer magazine, and asked about the demographics, stats, readership, copies sold each month, distribution, and also what type of reader they write for. I wrote to a cluster of magazines, that I simply loved reading and gained responses from Stylist, Evening Standard, Vogue, Elle, and my own magazine, which was simply a fake caption with a picture of my front cover for fizzy! Magazine. The only magazines that did not respond back were V magazine and also Psychologies magazine. As magazines I adore reading, this was still a big disappointment, and I was very upset, although I will try and gain some feedback or response again, at another time. During this time, I also made an application for work experience with Stylist magazine, and also Penguin. Interesting during this stage, and process was the way magazines classify their product. A consumer magazine, is not always enough, and it seems that branding for a magazine can even change from edition to edition. Reading Red magazine one month, was interesting, as they claimed they were a mix of both consumer and client magazines, and were very vague about the definitions, although it was clearly in print, at the time of reading. Also, interesting was the information given to stockiest in shops too, who need to know the difference between a client and consumer magazine. I live in a town, where there are no good quality newsagents, or shop nearby to get a good selection of magazines or newspapers. On asking a shop assistant in West Bromwich Tesco where the 'consumer magazines where', she replied that the only 'consumer magazines' were in the TV guides section. This maybe indicative of the town, and it's 'collective culture', like tribal rules too.

5. After understanding what type of magazines spark my interest, I began looking for inspirations for a zine, or some web content. I created a flatplan of something I would like to work upon in the future, such as a fashion spread or feature with fashion and storybooks, ideal for my new book, which is Cinderella. It features Swarovski crystals and glass slippers, so fashion was and still is important for the release of my new book. Most of my work towards my degree has a strong element of Cinderella connected to it, and is also the main goal and aim with my work too, a theme.

6. Work began on the zine. I began looking for inspiration. Pinterest boards, wordpress sites, saving images that sparked my interest, and kept with my theme to promote my new book Cinderella, and flatplans for a mini-magazine or zine with a storybook theme. Later on this work was scrapped, as the class agreed on working with risographs, and a zine with a colour palette of mauve, brown, and more mauve.

7. I began trying to envisage and picture how my work would be presented, and how to help clarify what to write. Web writing or web content has to be written with a difference, and also shorter and sharper, ready for web readers. I began putting my work, and imagery together on a wordpress site (mock-up). The client was Penguin Michael Joseph, who specialize in books for readers who are interesting in reading crime novels, Women's fiction, and much more.

8. I began writing small features, and reviews on books I was interested in, or simply sparked my eagerness. That seemed like a good way to start, as I wasn't an expert in Penguin, but I understand enthusiasm goes a long way, and can speak a thousand words. I began with creating some imagery for Amazing Grace Adams, which would coincide with my review. I used the Penguin Michael Joseph book catalogue for 2022/23, and began with January, as the deadline would be the 27th January, and this could be put into context easily by people marking the work, hopefully Penguin Michael Joseph knows my new pen name, which is Sunshine if anyone asks. I made some lovely book covers for Penguin, as this may have been part of the Client Brief 2022/23 discreetly, or not. Anyway, it was something to help with writer's block keep my interest with Penguin, and help me with inspiration and what would be the correct feature or web writing for the publishing house. I also had many Penguin books at home, and began reading some of my small collection, such as classics like Mansfield Park from the Vintage Classic collection from Penguin, or Well-Loved Tales Cinderella, a great example of reinforcement when producing publicity material and possible illustrations for my Debut book Cinderella. I also, began the process of creating my own pinterest board, with eye catching Penguin front covers for their books, or comic strips I had created, or perhaps even book covers for my new book Cinderella if Penguin were to give me a book deal.

I began using Canva to bring my work together in a PDF and also a website

9. I began using Canva to bring my work together in a PDF and also a website for the web content, which can be found on canva. It was a very flexible and easy to navigate package, and helped the creative process with ease and more clarity. I also used Adobe CC for images.

The web content has it's own website, and can be found through the following link:

<http://feline.my.canva.site/penguin-books>

Most of the work produced has been recorded, uploaded onto wordpress sites, twitter, pinterest boards, and blogs. My UAL blog has an up-to date log and links to records of work produced, researched, and drafted. The UAL blogs have information too, about my work process.

During the production process my main aim was to try and learn as much as possible about the publishing process, and also to learn more about the industry. Conducting research, and looking at target markets is important, and demographics. Most of the time, there are many aims to complete work to the best of your ability, and this is not always possible due to setbacks, like not understanding the brief, until it is too late, or not getting the correct information about target markets. During the production process I wrote to Penguin, asking for some details about their target markets for their readership, and my requests were not returned.

This doesn't deter me, as although Penguin publishing is an extremely important publishing house, what was interesting to note was the rapid changes within the industry, and also their terminology. As magazines and media dictate to us what is trendy and not, which can extend to what is normal or not for many people, they also explain to us how they help form society, as their gravitas is powerful. When a magazine changes the definition from a consumer magazine, to a client magazine within a few weeks, you can really see how much influence a magazine can have, and how much they can shape the world too. Although, they may not admit it, research in this way, was important, and speaks louder than reading a book about media, which in many cases may be old for decades due to a few passages or paragraphs that haven't been changed. You really have to have a hands on approach to the media, but more importantly, you have to get involved and begin work experience. That was crucial to me understanding that things move quickly within the media, and magazines can define terms and classifications when they seem fit.

Background work : <http://demoisellediamond42200107.wordpress.com>