

LONDON COLLEGE OF COMMUNICATION DRIVES DIGITAL PUBLISHING MOMENTUM AMONG STUDENTS WITH QUARKXPRESS

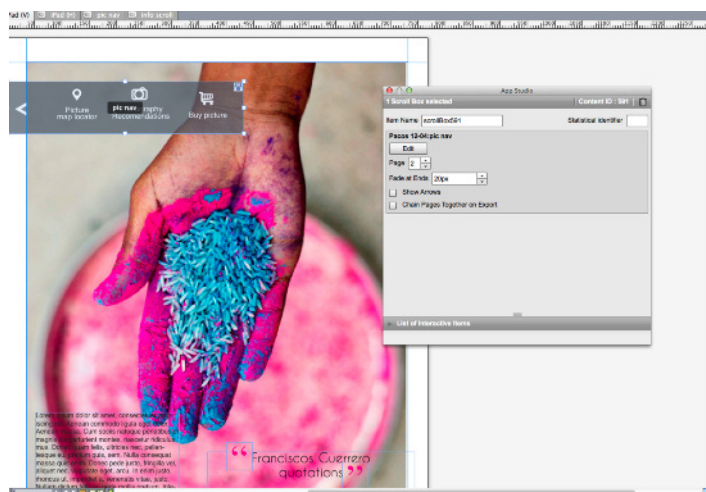
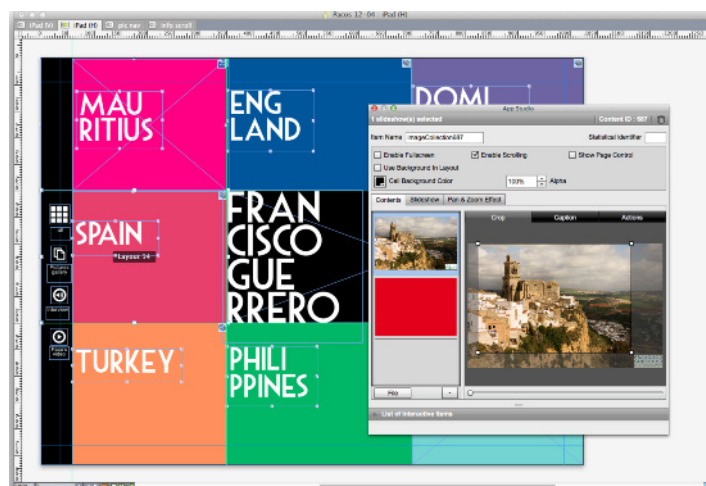
WORLD LEADER IN MEDIA AND DESIGN COURSES CHOOSES APP
STUDIO FOR DIGITAL PUBLISHING CURRICULUM



The London College of Communication (LCC), one of the six Colleges that make up the University of the Arts London and which specialises in graphic design and advertising, journalism and publishing, successfully introduced QuarkXPress as part of the course programme at 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 at LCC is a one-year full-time course of around 45 students that come from countries across the world, including India, Brazil, China, Denmark, as well as the UK. Students come to the course to establish and advance their publishing skillset 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 all levels: from theoretical and financial considerations through to practical production. The digital aspect



No need to spend money and time to buy and learn a whole suite of applications to stay ahead of the digital publishing curve: with the cutting-edge capabilities of QuarkXPress, students can create beautiful, functional digital designs and publications with a single tool.

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: “I used QuarkXPress professionally for the first time in a workshop when completing my MA in Publishing. The college lecturer, 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 realised 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 designer, and not for a very specialised engineer with a PhD in physics, requiring several man-years to learn and to write the code.”

QUARKXPRESS FOR EDUCATION

With QuarkXPress — superior page-layout and design software — anyone can create professional-quality promotional materials for print, Web, and interactive formats in a single, affordable application.

Quark offers discounted and volume pricing programs on QuarkXPress for qualified education customers. Whether you’re a graphic design student, design instructor, school teacher, or university, Quark’s education program gives you access to the tools professionals use at a fraction of the cost.

In London Sánchez-Curiel Nyssen founded Global Transmedia Publishing, whose business model was presented at the prestigious London Book Fair, where Gabriela 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 Programmes Director, commented: "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 deliver-

ing 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 or universities, who can have access to a professional publishing tool with a discount of up to 90 per cent 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

ABOUT QUARK SOFTWARE INC.

Quark's software enables organisations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit www.quark.com/enterprise or contact us at www.quark.com/contact

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