

106-477 Writing and Editing for Digital Media

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 2-hour workshop per week Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	To be advised
Subject Overview:	<p>This subject focuses on the dynamic publishing environment of new media, including the World Wide Web, broadband, DVD and mobile media. It outlines the relationships between print and electronic publishing, and introduces students to the principles of effective online communication. Students will be given in-depth exposure to the technical and practical aspects of web-based publishing, with an emphasis on adapting traditional publishing practices to the opportunities and constraints of the online environment. On successful completion of this subject, students will have gained a critical understanding of contemporary issues in electronic publishing as well as a practical knowledge of writing and editing for digital media.</p>
Assessment:	<p>Evaluate the story construction and writing techniques used across a number of websites, 1500 words, 30% (due early semester); develop a web news portfolio, 1500 words, 30% (due mid-semester); develop a web feature, equivalent to 2000 words, 40% (due late semester). Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and/or special consideration will receive a fail grade for the piece of assessment.</p>
Prescribed Texts:	Prescribed Texts: A subject reader will be available from the University Bookshop.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # have high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, and wide reading on issues in contemporary digital communication practice; # have cultural and ethical understanding through reflection and reading on the essential criteria of inclusive editing and design strategies for a digital environment;

	<ul style="list-style-type: none"> # have a high level of information technology literacy through participation in computer laboratory sessions, preparation and management of digital materials and completion of exercises and assignments; # have skills in the deployment of visual materials; # have skills in research, including the use of online materials in the course of preparing exercises and assignments; # have skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program, the Bachelor of Arts (Media and Communications Honours) or the Master of Arts (Science, Communication and Society).
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications) Master of Art Curatorship (Coursework and Minor Thesis) Master of Arts (Global Journalism) Master of Arts (Global Media Communication) Master of Arts (Science, Communication and Society) Master of Arts Management Master of Creative Writing, Publishing and Editing Master of Global Media Communication Master of Publishing and Communications Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications) Postgraduate Diploma in Arts (Media and Communication) Postgraduate Diploma in Arts Management