670-303 Net Communications

Credit Points:	12.50
Level:	3 (Undergraduate)
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour workshop per week Total Time Commitment: 3 contact hours/week , 5 additional hours/week. Total of 8 hours per week.
Prerequisites:	Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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. 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
Contact:	Sean Cubitt email: sean.cubitt@unimelb.edu.au
Subject Overview:	This subject introduces students to techniques in written communication for digital media, with a focus on publishing for the Internet and the world wide web. Students receive workshop instruction in web publishing techniques, with the aim of realising specific projects during the semester. Lectures will present students with a range of contemporary case studies demonstrating the Internet's social effects and cultural functions in order to contextualise their understanding of both Internet theory and practical communication techniques. On completion of this subject, students will have gained a broad overview of the relevant skills and sets of knowledge needed to work as professional communicators in the field of new media.
Objectives:	
Assessment:	An online project 60% (due at the end of semester), written work and oral presentation 25% (due during the first half of semester), assignments and class participation 15% (due throughout semester). Students must attend at least 80% of classes to be eligible for assessment. Note: 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 special consideration will receive a fail grade for the piece of assessment.
Prescribed Texts:	A subject reader will be available.
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:	# have acquired a critical understanding of the role of professional communicators in the field of new media; # gain a practical awareness of appropriate tools and methodologies for solving problems encountered in the process of designing, constructing and evaluating Internet based publishing projects; # be able to demonstrate enhanced information literacy skills relevant to new media forms.
Notes:	This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce, and BA (Media and Communications)/ Bachelor of Laws. Formerly available as 100-106 Cyber Communications, students who have

	completed 100-106 Cyber Communications or 100-106 Net Communications are not eligible to enrol in this subject. Students are not permitted to enrol in this subject if they have completed or are enrolled in 103-002 Internet Applications.