

PUBL90006 Writing and Editing for Digital Media

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 2 hour seminar per week Total Time Commitment: 170
Prerequisites:	Admission to the postgraduate certificate or diploma in Publishing and Communications, Master of Publishing and Communications, Master of Creative Writing, Publishing and Communications, postgraduate diploma or fourth-year honours in media and communication, Master of Global Media Communication
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 Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Sybil Nolan
Contact:	Mark Davis davismr@unimelb.edu.au (mailto:davismr@unimelb.edu.au)
Subject Overview:	This subject focuses on the communication techniques required to publish effectively in the digital environment, in particular for professional websites, blogs and social media. It examines the communication techniques used for 'old' media such as television, radio and print, and how these are adapted for the internet publishing environment. Students will gain practical experience in writing in a number of different styles and formats and will learn to publish their work on a digital platform. On successful completion, the students will be familiar with the story construction techniques used by professional digital publishers and will be able to apply them.
Learning Outcomes:	<ul style="list-style-type: none"> # have a capacity for effective teamwork through group discussions and collaborative exercises; # have a cultural and ethical understanding through reflection and reading on the essential criteria of inclusive writing and editing strategies for a digital environment; # have a high level of information technology literacy and understanding of information management through participation in computer laboratory sessions, preparation and management of complex digital materials and completion of exercises and assignments; and # have a capacity for critical analysis through close engagement with and critique of a wide range of electronic publications.
Assessment:	Writing and editing an e-portfolio exercises totalling 1000 words (20%, due mid-semester), in-class assessment of online narrative tools and techniques, total 1500 words (30%, late in semester), the development of a blog consisting of a series of original texts totalling 2500 words (40%, due in the examination period) and class participation (10%). Students are required to

	attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
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:	<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; # 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; and # have skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements.
Notes:	Students enrolled in a cognate postgraduate program may seek approval from the course coordinator.
Related Course(s):	Graduate Certificate in Publishing and Communications (Advanced) Graduate Diploma in Arts and Cultural Management (Advanced) Graduate Diploma in Publishing and Communications (Advanced) Master of Creative Writing, Publishing and Editing Master of Translation Master of Translation (Extended) Postgraduate Certificate in Arts (Editing and Communications) Postgraduate Diploma in Arts (Editing and Communications) Postgraduate Diploma in Arts and Cultural Management
Related Majors/Minors/ Specialisations:	100 Point Master of Art Curatorship 100 Point Master of Arts and Cultural Management 100 Point Master of Journalism 100 Point Moving Image 150 Point Master of Art Curatorship 150 Point Master of Arts and Cultural Management 150 Point Master of Journalism 150 Point Master of Publishing and Communications 150 Point Moving Image 150 point Master of Marketing Communications 150 point program - full time over 18 months 200 Point Master of Art Curatorship 200 Point Master of Arts and Cultural Management 200 Point Master of Global Media Communication 200 Point Master of Journalism 200 Point Master of Publishing and Communications 200 Point Moving Image 200 point Master of Marketing Communications 200 point program - full time over 18 months 200 point program - full time over 24 months Media and Communications Media and Communications Media and Communications Media and Communications