PUBL90006 Writing and Editing for Digital Media

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, 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: Total 24 hours (2 hour seminar per week) Total Time Commitment: 170 hours
Prerequisites:	Admission to the Graduate Certificate in Publishing and Communications (Advanced), Graduate Diploma in Publishing and Communications (Advanced), Master of Publishing and Communications, Master of Creative Writing, Publishing and Communications, Master of Global Media Communication, or fourth-year Honours in media and 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:	**samuel.cooney@unimelb.edu.au (https://mce_host/faces/htdocs/ samuel.cooney@unimelb.edu.au)**
Subject Overview:	This introductory subject is designed to induct graduate students into the major issues and current thinking in web-based communication; to familiarize students with the major channels and platforms in use in this field; to develop an understanding of online genres, and teach essential writing and editing skills for online contexts. 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.
Learning Outcomes:	# 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 of 1250 words 30% (due mid-semester), in-class assessment of online narrative tools and techniques, total 1250 words 30% (due late in semester), and the development of a blog consisting of a series of original texts totalling 2500 words 40% (due in the examination period). Students are required to attend a minimum of 80% of classes in order to pass this subject.

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 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 Arts and Cultural Management - Moving Image Specialisation 100 Point Master of Journalism 100 Point Master of Publishing and Communications 150 Point Master of Art Curatorship 150 Point Master of Arts and Cultural Management 150 Point Master of Arts and Cultural Management - Moving Image Specialisation 150 Point Master of Journalism 150 Point Master of Publishing and Communications 150 point Master of Marketing Communications 200 Point Master of Art Curatorship 200 Point Master of Arts and Cultural Management 200 Point Master of Arts and Cultural Management - Moving Image specialisation 200 Point Master of Global Media Communication 200 Point Master of Journalism 200 Point Master of Publishing and Communications 200 point Master of Marketing Communications EMA 150 point program - full time over 1.5 years EMA 200 point program - full time over 1.5 years EMA 200 point program - full time over 2 years Graduate Certificate in Arts (Advanced) - Media and Communications Graduate Diploma in Arts (Advanced) - Media and Communications Media and Communications PC-ARTS Media and Communications