

## 106-516 Advanced Editing for Digital Media

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: A 2-hour seminar per week Total Time Commitment: 2 contact hours/week, 8 additional hours/week. Total of 10 hours per week.
<b>Prerequisites:</b>	106-477 Writing and Editing for Digital Media (or equivalent industry experience)
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt;         &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Coordinator:</b>	Mr Guy Roderick Allen
<b>Contact:</b>	Jenny Lee <a href="mailto:jenny.lee@unimelb.edu.au">jenny.lee@unimelb.edu.au</a> (mailto:jenny.lee@unimelb.edu.au)
<b>Subject Overview:</b>	Students will be taken through the process of planning sites at various levels of complexity for different purposes and audiences, with attention to the efficient management of content, the optimisation of access and the establishment of qualitative protocols. Students will gain an understanding of usability testing, the incorporation of dynamic and interactive features, and design for efficient maintenance and optimal cross-platform performance. On successful completion, students will have experience in constructing a website and a working understanding of developing a public resource.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># be able to reflect creatively and critically on the reading processes associated with the Internet and their implications for site design;</li> <li># be able to consolidate their technical knowledge of website management;</li> <li># be able to extend their understanding of the legal and practical constraints that apply to the publication of material on the Internet.</li> </ul>
<b>Assessment:</b>	Evaluation of an existing web publication, 1500 words, 30% (due early semester); written website content, 1500 words, 30% (due mid-semester); web publication prototype and proposal, equivalent to 2000 words, 40% (due late semester).
<b>Prescribed Texts:</b>	A subject reader will be available.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	# acquire 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;

	<ul style="list-style-type: none"> <li># demonstrate a capacity for effective teamwork through group discussions and collaborative exercises;</li> <li># demonstrate cultural and ethical understanding through reflection and READING on the development of inclusive publishing strategies for a digital environment, the rights of content creators and the ethical issues surrounding digital publishing;</li> <li># develop 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;</li> <li># acquire skills in the deployment of visual and interactive materials;</li> <li># acquire skills in research, including the use of online materials in the course of preparing exercises and assignments.</li> </ul>
<b>Notes:</b>	This subject is only available to students enrolled in the Publishing and Communication Program, Media and Communications MA Programs. Students enrolled in other cognate PG Programs may seek approval from the course coordinator
<b>Related Course(s):</b>	Master of Arts (Science, Communication and Society) Master of Creative Writing, Publishing and Editing Master of Global Media Communication Master of Publishing and Communications