

PUBL90006 Writing and Editing for Digital Media

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 2 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
Coordinator:	Dr Mark Davis
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 in the public domain. 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 be offered the opportunity to publish their work. 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.
Objectives:	<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 editing and design 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:	Evaluate the story construction and writing techniques used across a number of websites 1500 words 30% (due early semester), develop and participate in content sharing with classmates and the public via blogging and online communities 1500 words 30% (due late semester), develop a series of web features equivalent to 2000 words 40% (due mid to late semester).
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;

	<ul style="list-style-type: none"> # 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:	This subject is only available to students enrolled in the Publishing and Communications program, Media and Communication honours or MA by coursework program. Students enrolled in other cognate postgraduate programs may seek approval from the course coordinator.
Related Course(s):	<p>Bachelor of Arts (Honours)(Media and Communications) Master of Art Curatorship (Coursework and Minor Thesis) 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)</p>
Related Majors/Minors/ Specialisations:	<p>200 point program - full time over 18 months 200 point program - full time over 24 months</p>