

PUBL90009 Advanced 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 1, Parkville - Taught on campus. On campus								
Time Commitment:	Contact Hours: 2 Total Time Commitment: 120								
Prerequisites:	The subject below (or equivalent industry experience):								
	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>PUBL90006 Writing and Editing for Digital Media</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	PUBL90006 Writing and Editing for Digital Media	Semester 2	12.50
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PUBL90006 Writing and Editing for Digital Media	Semester 2	12.50							
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:	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.								
Objectives:	<ul style="list-style-type: none"> # be able to reflect creatively and critically on the reading processes associated with the Internet and their implications for site design; # be able to consolidate their technical knowledge of website management; and # be able to extend their understanding of the legal and practical constraints that apply to the publication of material on the Internet. 								
Assessment:	Website treatment (500 words) 10% (due early semester), group project Part 1 (1000) 20% (due mid semester), blog (1000 words) 20% (due mid to late semester), group project Part 2 (2500) 50% (due 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"> # 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"> # demonstrate a capacity for effective teamwork through group discussions and collaborative exercises; # 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; # 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; # acquire skills in the deployment of visual and interactive materials; and # acquire skills in research, including the use of online materials in the course of preparing exercises and assignments.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program, Media and Communication honours or MA programs. Students enrolled in other cognate postgraduate programs may seek approval from the course coordinator.
Related Course(s):	Master of Arts (Science, Communication and Society) Master of Creative Writing, Publishing and Editing Master of Publishing and Communications