

PUBL90013 Advanced Magazine Editing and Publishing

Credit Points:	25
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: 4 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Students who have completed 106-517 Advanced Professional Editing A (Magazines) are not eligible to enrol in this subject.
Core Participation Requirements:	None
Coordinator:	Dr Mark Davis
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Subject Overview:	This subject combines analysis of the magazine industry with intensive exposure to the editorial and business aspects of magazine publishing. It places particular emphasis on the procedures required to manage magazines through each phase of production, including project planning, scheduling, the preparation and tracking of budgets, distribution, the development of effective document management systems, and the preparation of guidelines for writers, freelance editors, proofreaders, designers, photographers and printers. Students will also gain an understanding of the editor's role in promotion and marketing. On successfully completing this subject, students will have acquired advanced skills in editing and publishing magazines for print delivery and will have an appreciation of their engagement with digital media.
Objectives:	<ul style="list-style-type: none"> # have developed a deep understanding of the magazine publication process in all its stages; # be familiar students with current management issues and strategies in the magazine publishing industry; # be able to learn to take responsibility for their own editorial decisions while at the same time accepting constructive commentary and criticism from others; and # have developed their editing and publishing skills in a project-centred, flexible and collaborative environment.
Assessment:	Assessment is a mix of individual and group tasks. A 2000-word analysis of an existing title and market, 20% (due early semester), an oral presentation equivalent to 1000 words and followed by a 1000-word paper on a project proposal, 20% (due mid-semester), draft pages of the magazine, with original text, equivalent to 2000 words, 20% (due mid-semester), magazine prototype plus analysis, equivalent to 4000 words, 40% (end of semester).
Prescribed Texts:	A subject reader will be available.
Recommended Texts:	# <i>J Morirish Magazine Editing</i> London Routledge 2003
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 acquired high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, wide reading on issues of contemporary publishing processes, and exposure to the protocols of editorial practice; # have a capacity for effective teamwork through group discussions and collaborative exercises; # have acquired skills in cultural and ethical understanding through reflection and rreading and practical experience of the editor's ethical responsibilities to both authors and readers; # have acquired skills in information technology literacy and understanding of information management through participation in computer laboratory sessions and completion of exercises and assignments; # have acquired skills in research, including the use of online as well as print-based materials in the course of exercises and assignments; # have acquired skills in time management and planning through managing workloads for recommended reading, tutorial presentations and assessment requirements; and # have acquired a capacity for critical analysis through engagement and critique of a range of publishing strategies.
Notes:	This subject is only available to students enrolled in the Publishing and Communications program. Media and Communication MA students may enrol in this subject with the permission of the coordinator.
Related Course(s):	Master of Creative Writing, Publishing and Editing Master of Publishing and Communications