# PUBL90009 Advanced Editing for Digital Media

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| **Credit Points:** | 12.50 |
| **Level:** | 9 (Graduate/Postgraduate) |
| **Dates & Locations:** | 2012, Parkville<br><br>This subject commences in the following study period/s:<br>Semester 1, Parkville - Taught on campus.<br>On campus |
| **Time Commitment:** | Contact Hours: 2 Total Time Commitment: 120 |
| **Prerequisites:** | 106-477 / PUBL90006 Writing and Editing for Digital Media or equivalent documented industry experience. This subject is only available to students enrolled in the Master of Publishing and Communications and Master of Creative Writing, Publishing and Communications. Students enrolled in other cognate postgraduate programs must seek approval from the course coordinator. |

| Subject | Study Period Commencement: | Credit Points: |
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| PUBL90006 Writing and Editing for Digital Media | Semester 2 | 12.50 |

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| **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:** | Ms Bryony Cosgrove |
| **Contact:** | Bryony Cosgrove<br><br>**bryonyc@unimelb.edu.au (mailto:bryonyc@unimelb.edu.au)** |
| **Subject Overview:** | Students will be introduced to a range of web publishing tools and platforms and 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:** | # be able to reflect creatively and critically on the reading processes associated with the Internet and their implications for site design;<br># be able to consolidate their technical knowledge of website management; and<br># 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), writing and editing project (1000 words) 20% due mid semester, adapting print documents for the web (1000 words) 20% due |

| | mid to late semester, group project Part 2 (2500 words) 50% (due late semester). Students must attend at least 80% of classes to be eligible for assessment. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted. |
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| **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:** | # 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; <br> # demonstrate a capacity for effective teamwork through group discussions and collaborative exercises; <br> # 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; <br> # 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; <br> # acquire skills in the deployment of visual and interactive materials; and <br> # 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 Master of Publishing and Communications and Master of Creative Writing, Publishing and Communications. Students enrolled in other cognate postgraduate programs may seek approval from the course coordinator. |
| **Related Course(s):** | Master of Creative Writing, Publishing and Editing <br> Master of Journalism <br> Master of Publishing and Communications |