

PUBL90013 Advanced Magazine Editing and Publishing

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| Credit Points: | 25 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | This subject is not offered in 2014. 4 hour workshop per week |
| Time Commitment: | Contact Hours: 4 Total Time Commitment: 240 |
| Prerequisites: | Admission to the Master of Publishing and Communications, Master of Creative Writing, Publishing and Communications |
| 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/ |
| Contact: | Mark Davis davismr@unimelb.edu.au (mailto:davismr@unimelb.edu.au) |
| Subject Overview: | This subject combines analysis of an industry at the crossroads, struggling to make new technology an opportunity rather than a threat. We scrutinise the editorial and commercial aspects of the magazine publishing business, examining closely how a magazine gets from initial concept to newsstand, including launch proposal, project planning, scheduling, budgeting, distribution, copytracking and producing guidelines for writers, freelancers, copy editors and designers. We also study the commercial aspects of magazine publishing - advertising sales, promotion and marketing. On successful completion of this subject you will have a good understanding of how to edit and publish magazines. You will also have the privilege of witnessing magazines come to grips with the iPad, e-readers and the internet. |
| Learning Outcomes: | Students who complete this subject will understand: <ul style="list-style-type: none"> # the magazine process in all its stages, from idea to paper; # how the magazine business works; # current issues and strategies; # how to take responsibility for editorial decisions and at the same time absorb constructive feedback from others; # what roles comprise the magazine team; and # what your own attributes best equip you for in the magazine publishing industry. |
| Assessment: | Assessment is a mix of individual and group tasks. Comprising a 2000 word analysis of an existing title and the magazine market 20% (due early semester); an oral presentation and accompanying paper equivalent to 2000 words 20% (due mid-semester); draft pages of a launch proposal, with original text equivalent to 2000 words 20% (due mid-semester); and a magazine prototype plus analysis equivalent to 4000 words 40% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. 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 |

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| | formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted. |
| Prescribed Texts: | A subject reader will be available. |
| Recommended Texts: | # Baverstock, Bowen & Carey. 'How to Get A Job In Publishing', A&C Black, London: 2009. |
| 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 |
| Related Majors/Minors/Specialisations: | 100 Point Master of Publishing and Communications 150 Point Master of Publishing and Communications 200 Point Master of Publishing and Communications |