

PUBL90009 Advanced Editing for Digital Media

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Credit Points:	12.5								
Level:	9 (Graduate/Postgraduate)								
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.								
Time Commitment:	Contact Hours: 2 hour seminar per week Total Time Commitment: 170								
Prerequisites:	<p>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.</p> <table><tr><td>Subject</td><td>Study Period Commencement:</td><td>Credit Points:</td></tr><tr><td>PUBL90006 Writing and Editing for Digital Media</td><td>Semester 1, Semester 2</td><td>12.50</td></tr></table>			Subject	Study Period Commencement:	Credit Points:	PUBL90006 Writing and Editing for Digital Media	Semester 1, Semester 2	12.50
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PUBL90006 Writing and Editing for Digital Media	Semester 1, Semester 2	12.50							
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:	Dr Mark Davis								
Contact:	Mark Davis davismr@unimelb.edu.au (mailto:davismr@unimelb.edu.au)								
Subject Overview:	This subject introduces students to advanced aspects of editing for digital media. It focuses on the methods, systems, trends and technological developments taking place in digital media industries, and presents a portfolio of key skills and knowledge required in contemporary editing and content management. Taking the publishing industry as its professional context, it focuses on editing and content management software, preparation of content for multiple uses, metadata treatment, HTML5, CSS, digital publishing and ebook production. Students will gain a practical understanding of a range of applications and systems that are industry standards, and develop deeper literacy around digital media and e-communication.								
Learning Outcomes:	<ul style="list-style-type: none"># Learn to use various content management software and to critically understand file types and formats.# Develop analytical thinking and trouble shooting capacity around the treatment of digital content and creation of digital workflows.# Gain a deeper critical understanding of digital media and how it relates to specific areas such as marketing, ebook and app production, and content distribution.# Gain insight into standard practices employed in the publishing industry in relation to digital media.								

Assessment:	In-class test 20% (mid-semester); collaboratively produced digital content project with group presentation and associated documentation 30% (due week 11); individual assignment 40% (1500 words, due in examination period); participation 10%.
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; # 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 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
Related Majors/Minors/Specialisations:	100 Point Master of Journalism 100 Point Master of Publishing and Communications 150 Point Master of Journalism 150 Point Master of Publishing and Communications 200 Point Master of Journalism 200 Point Master of Publishing and Communications