EDIT982

Content Management for Print and Online Delivery

S1 External 2018

Dept of Linguistics

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General Information

Unit convenor and teaching staff
Unit Convenor
Adam Smith
adam.smith@mq.edu.au
Contact via adam.smith@mq.edu.au

Margaret Wood
margaret.wood@mq.edu.au

Credit points
4

Prerequisites
Admission to GradCertEditElecPub or MTransInter or MCrWrit or GradDipCrWrit or MAccComm

Corequisites

Co-badged status

Unit description
This unit addresses current issues in electronic publishing, examining the many dimensions of communication in which the electronic and print mediums differ, and how to reversion content from print to screen delivery. It analyses their different document structures and page layouts, and issues of navigation and usability for web documents. Methods for indexing print and electronic materials are compared, and the use of metadata to optimise the searchability of website content is also examined. The editor's responsibilities for content in both mediums are discussed, as well as legal and ethical issues, as part of editorial project management.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Awareness of all the opportunities to publish content in print and electronically

Familiarity with the standard tools and techniques for indexing, for print and web documents

Understanding of the special demands of electronic publishing, in relation to screen

delivery, and searchability on the internet

Familiarity with legal, ethical and cultural issues in publishing

Full awareness of the scope of editorial project management

Assessment Tasks

Name	Weighting	Hurdle	Due
Online discussion 1	20%	No	25/03/18
Website navigation, usability	20%	No	29/04/18
Online discussion 2	20%	No	27/05/18
The scope of editing today	40%	No	24/06/18

Online discussion 1

Due: **25/03/18**
Weighting: **20%**

A case study on audience awareness was included in Week 1, and you were asked to prepare a list of questions. Now invent a project of your own (an original idea) for promotion to a mixed audience.

Outline:

a) a plan for presenting the information (in no more than 150 words).

b) a rationale explaining how awareness of audience and sociocultural considerations influence your choices in packaging the information (again, in no more than 150 words).

Present these two contributions in a single posting to the Discussion Forum as the basis for discussion. Please comment on the contributions of others, making comparisons as they emerge. You will be assessed in terms of the quality of your proposed project, your interaction with others and the use you make of readings and references. Please ensure that you don't exceed a total of 6 discussion messages overall (i.e. about 2 per week, apart from your initial posting).

On successful completion you will be able to:

- Awareness of all the opportunities to publish content in print and electronically
- Understanding of the special demands of electronic publishing, in relation to screen delivery, and searchability on the internet
- Familiarity with legal, ethical and cultural issues in publishing
- Full awareness of the scope of editorial project management

Website navigation, usability

Due: **29/04/18**
Weighting: **20%**

Design a home page for a community organization. It must be an original idea and design. The home page should provide essential information about the organization and its work, as well as ready access to its newsletter and other resources. Decide what needs to go on the home page, how to project the nature of the site, and how to facilitate users' search for information.

You should

1. create a mockup of the home page, its layout and contents, using Word or any design or web authoring tool you have access to.
2. provide a rationale of up to 500 words on the design aims and decisions that are realized in the home page.

You are not expected to demonstrate advanced design skills. Your mock-up really amounts to a design brief for a professional technician; it will be assessed according to usability principles, not appearance.

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Online discussion 2

Due: **27/05/18**
Weighting: **20%**

The second discussion focuses on ethical issues in editing and publishing. It is designed to embrace questions such as selection and withholding of sensitive information, the prepublication review process, ethical issues raised by the content of the publication and its promotion, and the responsibilities of the editor and author.

Your input to the Bulletin Board discussion should consist of an actual scenario which poses ethical questions of these or other kinds, the more complex the better. The scenario should be posted in a description of about 150 words, followed by dot points identifying some of the ethical issues. It would be good not to declare your own position until there has been at least one response to your submission, but you should supply a response to others' feedback at some

point.

As usual, you’re encouraged to respond to the inputs of others, taking up one issue at a time. You will be assessed on the content of your basic input to the discussion, the quality of your interaction with others and the use you make of readings and references. We expect no more than two or three messages per week and ask you to try to respect the word limit.

On successful completion you will be able to:

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The scope of editing today

Due: **24/06/18**
Weighting: **40%**

Your task is to write an essay of around 2000 words on *the future of editing in the 21st century*. To anchor it, you should select one of the texts provided that makes predictions about the future of publishing, and the editor's role within it - or use a text of your own choosing, provided it is at least 10 years old. You should examine to what extent your source text's predictions have turned out to be accurate, and make predictions of your own based on evidence from current trends. Your discussion will look at general issues, but should also choose one or two specific areas of publishing, such as newspapers, magazines, trade books, education, academic publishing etc., as a focus for your comments.

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Delivery and Resources

Students will require Internet access with a reliable web browser and e-mail facility, and must be able to play back recorded lectures (audio only).

Unit Schedule

Unit will be conducted by Distance and activities will include: Online reading, audio lectures, interactive quizzes, and online discussion groups x 2 (3 weeks each).

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

How to apply for a late submission of an assignment

All requests for special consideration, including extensions, must be submitted via ASK.mq.edu.au and provide suitable supporting documentation

Late Assignment Submission

- Late submissions without an extension will receive a penalty of 5% of the total mark available for the assignment per day.
- Late submission of an assignment without an extension will not be permitted after marks have been released to the rest of the class.
- Extensions will only be given in special circumstances, and can be requested by completing the Special Consideration request at ask.mq.edu.au and providing the requisite supporting documentation.
- For more information on Special Consideration, see the university website https://students.mq.edu.au/study/my-study-program/special-consideration
- Assignments submitted after the deadline, regardless of the reason, will be marked and returned at a date determined by the unit convenor.
- Extensions cannot continue beyond the start of the following semester, and students should be aware that long extensions may impact graduation dates.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Awareness of all the opportunities to publish content in print and electronically
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- Familiarity with legal, ethical and cultural issues in publishing
- Full awareness of the scope of editorial project management

Assessment tasks

- Online discussion 1
- Website navigation, usability
- Online discussion 2
- The scope of editing today

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Awareness of all the opportunities to publish content in print and electronically
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- Online discussion 2
- The scope of editing today

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Awareness of all the opportunities to publish content in print and electronically
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PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Awareness of all the opportunities to publish content in print and electronically

- Familiarity with the standard tools and techniques for indexing, for print and web documents
- Understanding of the special demands of electronic publishing, in relation to screen delivery, and searchability on the internet
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PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Awareness of all the opportunities to publish content in print and electronically
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- Understanding of the special demands of electronic publishing, in relation to screen delivery, and searchability on the internet
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PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able

to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

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