



EDIT8082

Content Management for Print and Online Delivery

Session 1, Fully online/virtual 2020

Dept of Linguistics

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General Information

Unit convenor and teaching staff

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Tutor

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Administration

Margaret Wood

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Credit points

10

Prerequisites

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

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://students.mq.edu.au/important-dates>

Learning Outcomes

ULO1: Assess the advantages and disadvantages of print and electronic publishing

ULO2: Apply knowledge of the standard tools and techniques for indexing, for print and

web documents

ULO3: Predict the impact of current trends on the future of editing and publishing

ULO4: Demonstrate understanding of legal, ethical and cultural issues in publishing

ULO5: Appraise the elements of editorial project management, and apply them to different publishing contexts

General Assessment Information

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](https://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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Online discussion of promotion to a mixed audience	20%	No	22/03/20
Assignment on website navigation usability	20%	No	26/04/20
Online discussion on ethical issues in publishing	20%	No	17/05/20
Essay on the future of editing	40%	No	14/06/20

Online discussion of promotion to a mixed audience

Assessment Type ¹: Debate

Indicative Time on Task ²: 10 hours

Due: **22/03/20**

Weighting: **20%**

Each student has to present an original idea to an online forum for a project that needs to be communicated to a mixed audience. They have to detail their communicative strategy for this project and defend this strategy against the critiques of other students. They also have to provide critiques on 4 communication strategies by other students. (c.1500 words over multiple statements/responses)

On successful completion you will be able to:

- Assess the advantages and disadvantages of print and electronic publishing
- Appraise the elements of editorial project management, and apply them to different publishing contexts

Assignment on website navigation usability

Assessment Type ¹: Design Implementation

Indicative Time on Task ²: 10 hours

Due: **26/04/20**

Weighting: **20%**

Mockup of website and identification of usability issues; suggestion of solutions. (500 words rationale for design)

On successful completion you will be able to:

- Assess the advantages and disadvantages of print and electronic publishing
- Apply knowledge of the standard tools and techniques for indexing, for print and web documents

Online discussion on ethical issues in publishing

Assessment Type ¹: Debate

Indicative Time on Task ²: 10 hours

Due: **17/05/20**

Weighting: **20%**

Each student has to research and present a real-life ethical issue that has occurred in the area of publishing, and discuss the ethical issues that it raises in an online forum. They then respond to critiques of their interpretation of the issue raised by other students, and respond to 4 other ethical issues presented by other students. (c. 1500 words over multiple statements/responses)

On successful completion you will be able to:

- Demonstrate understanding of legal, ethical and cultural issues in publishing

- Appraise the elements of editorial project management, and apply them to different publishing contexts

Essay on the future of editing

Assessment Type ¹: Essay

Indicative Time on Task ²: 20 hours

Due: **14/06/20**

Weighting: **40%**

Selection of source article and discussion of predictions about future of editing/publishing (2500 words)

On successful completion you will be able to:

- Assess the advantages and disadvantages of print and electronic publishing
- Predict the impact of current trends on the future of editing and publishing
- Appraise the elements of editorial project management, and apply them to different publishing contexts

¹ If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Students will require Internet access with a reliable web browser and e-mail facility. Online lectures are available as audio recordings with supporting slides.

Unit Schedule

Week 1:	Information delivery: choosing the medium
Week 2:	Verbal content and making it visual
Week 3:	Information structuring for print documents
Week 4:	Information architecture for online documents
Week 5:	Page layouts on paper, onscreen, and online
Week 6:	Navigation, linking and website usability
Week 7:	Electronic publishing, repurposing, and single-sourcing
<i>Semester break</i>	
Week 8:	Cultural, legal and ethical issues in editing

Week 9:	Indexing of printed material
Week 10:	Web indexing and metadata
Week 11:	Copyright and permissions
Week 12:	Editorial project management

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) (<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.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/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) (<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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://stu>

dents.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 Enquiry Service

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

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity 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.

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.