



EDIT8082

Content Management for Print and Online Delivery

Session 1, Online-flexible 2023

Department of Linguistics

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General Information

Unit convenor and teaching staff

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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://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

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

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 and provide suitable supporting documentation

Requesting an extension to assignment due date

On occasion, you may be in a situation when you aren't able to submit an assessment task on time. Extensions are only given in special circumstances, by completing a Special Consideration request. For more information on Special Consideration, see <https://students.mq.edu.au/study/my-study-program/special-consideration>

Late submission of assignments If you haven't been approved for an extension and you submit your assessment task late, penalties are applied. You should consult your unit convenor if you are in this position. Late submissions will receive a 5% per day penalty. If you submit the assessment task 10 days or more beyond the due date, without an approved extension, you will be awarded a maximum of 50% of the overall assessment marks. Weekends and public holidays are included.

Assessment Tasks

Name	Weighting	Hurdle	Due
Weekly quiz	10%	No	Weekly
Online discussion of promotion to a mixed audience	15%	No	Week 4
Assignment on website navigation usability	20%	No	Week 8
Online discussion on ethical issues in publishing	15%	No	Week 10
Essay on the future of editing	40%	No	Week 13

Weekly quiz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 5 hours

Due: **Weekly**

Weighting: **10%**

A total of 10 short quizzes will be completed by students, each based on weekly lecture topics and the guided tasks associated with them.

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
- Predict the impact of current trends on the future of editing and publishing
- Demonstrate understanding of legal, ethical and cultural issues in publishing

Online discussion of promotion to a mixed audience

Assessment Type ¹: Debate

Indicative Time on Task ²: 7.5 hours

Due: **Week 4**

Weighting: **15%**

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.

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: **Week 8**

Weighting: **20%**

Mockup of website and identification of usability issues; suggestion of solutions.

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: 7.5 hours

Due: **Week 10**

Weighting: **15%**

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.

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: **Week 13**

Weighting: **40%**

Selection of source article and discussion of predictions about future of editing/publishing.

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 help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this

type of assessment

- the [Writing Centre](#) for academic skills support.

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

This unit is delivered entirely online. Online lectures are available as audio recordings with supporting slides. Weekly tasks will also be given online, and readings are made available via the Leganto reading list.

Unit Schedule

Week 1 (20.2)	Information delivery: choosing the medium
Week 2 (27.2)	Verbal content and making it visual
Week 3 (6.3)	Information structuring for print documents
Week 4 (13.3)	Information architecture for online documents
Week 5 (20.3)	Page layouts on paper, onscreen, and online
Week 6 (27.3)	Navigation, linking and website usability
Week 7 (3.4)	Electronic publishing, repurposing, and single-sourcing
Semester break	
Week 8 (24.4)	Cultural, legal and ethical issues in editing
Week 9 (1.5)	Indexing of books and magazines
Week 10 (8.5)	Web indexing and metadata
Week 11 (15.5)	Copyright and permissions
Week 12 (22.5)	Editorial project management

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)

- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.