EDIT8082
Content Management for Print and Online Delivery
Session 1, Online-flexible 2023

Department of Linguistics

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# General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
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</thead>
<tbody>
<tr>
<td>Adam Smith</td>
<td><a href="mailto:adam.smith@mq.edu.au">adam.smith@mq.edu.au</a></td>
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<td>Philip Chappell</td>
<td><a href="mailto:philip.chappell@mq.edu.au">philip.chappell@mq.edu.au</a></td>
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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](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/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**

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

**Weekly quiz**

Assessment Type: Quiz/Test
Indicative Time on Task: 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.

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

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

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

• Academic Appeals Policy
Students seeking more policy resources can visit Student 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) 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.