General Information

Unit convenor and teaching staff
Margie Borschke
margie.borschke@mq.edu.au
Y3A 159
After class or by appointment

Credit points
4

Prerequisites
Admission to MFJ and 16cp in 800 level units

Corequisites

Co-badged status

Unit description
This unit combines high-level critical analysis of media production with practical editorial experience. Students will collaborate to develop, design, produce and curate an online editorial project. The unit provides an opportunity for students to hone their editorial skills, experiment with new technologies and forms of storytelling and to build a real-world audience. They will also contextualise this work with a critical analysis of journalism as a practice and product.

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:

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
- Design, plan and create a professional editorial presence in the form of an online resource
- Evaluate and refine the working and use of the futures lab as a digital editorial hub.
- Explain and critically appraise the digital production process
General Assessment Information

All assessment submissions are online.

Submit both your proposal and portfolio assessments via the relevant turnitin boxes on the iLearn page.

Your production journal should be kept in your iLearn blog and no additional submissions are necessary.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tr>
<td>Production Journal</td>
<td>25%</td>
<td>weekly</td>
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<tr>
<td>Proposal/Research Report</td>
<td>30%</td>
<td>March 30, 2015</td>
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<tr>
<td>Portfolio of work</td>
<td>45%</td>
<td>week 13</td>
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Production Journal

Due: **weekly**

Weighting: **25%**

Students will keep a weekly record of their preparation for the editorial workshops (including assigned production exercises, independent research and reflections on individual contributions to editorial collaborations) via an iLearn or WordPress blog.

Detailed instructions will be posted to iLearn.

Your iLearn blog will be assessed as a whole and no additional submissions are necessary.

On successful completion you will be able to:

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Proposal/Research Report

Due: March 30, 2015
Weighting: 30%

Each student will submit a research report on the proposed editorial product based on a survey of the scholarly literature, news reporting, market and field research and your work as an editorial team. Your report will contain the following elements:

1) A 500 word description of the proposed editorial product that sets out your editorial vision and plan. You should write this as a pitch to the industry partner. Your pitch will be based on a) your group presentation to the industry partner and b) the feedback you receive from a professional panel in week 5.

2) Each report will contain a brief case study (apx 850-1000 words) on a new (or future) form of journalistic practice (ie data journalism, social media, native advertising, personal brand journalism, podcasts, inews etc) and make a case for its inclusion in your proposed editorial product.

3) A 500 word reflection that outlines your contributions to the development of this product and the challenges and opportunities of collaboration.

4) A Selected annotated bibliography that identifies the key theories, examples and research that motivates your contribution to the editorial vision. Your annotations should be brief: a short summary of the text and what you take from it.

Detailed instructions will be posted to iLearn and discussed in class.

Your report should be submitted as a single document via the turnitin box on the iLearn site.

On successful completion you will be able to:

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Portfolio of work

Due: week 13
Weighting: 45%

Students will compile a portfolio of highlights from the work they produced as a part of an editorial team and a 1000 word reflection that contextualises your work, explains your
contribution to the editorial process, and identifies opportunities for future based on both the successes and shortcomings of your project as a whole.

Highlights may include: news articles, features, journalistic uses of social media platforms, video, audio, curated lists, images and other forms as discussed with the lecturer. Students should submit the equivalent of apx. 3000 words of text (apx. 4-6 pieces of work). Detailed instructions will be posted to iLearn.

A single document (containing both copies and hyperlinks to the work in situ) should be submitted via the turnitin box on iLearn.

On successful completion you will be able to:

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**Delivery and Resources**

All readings can be accessed via iLearn.

**Policies and Procedures**

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


In addition, a number of other policies can be found in the Learning and Teaching Category of 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/support/student_conduct/](https://students.mq.edu.au/support/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.

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://informatics.mq.edu.au/help/.

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

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application http://www.mq.edu.au/pubstatic/public/download/?id=167914

Information is correct at the time of publication
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

- Analyse and engage with advanced theories of editorial production and reception
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- Explain and critically appraise the digital production process

Assessment tasks

- Production Journal
- Proposal/Research Report
- Portfolio of work

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

- Analyse and engage with advanced theories of editorial production and reception
- Design, plan and create a professional editorial presence in the form of an online resource
- Explain and critically appraise the digital production process

Assessment tasks

- Production Journal
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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**

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
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**Assessment tasks**

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- Portfolio of work

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**

- Analyse and engage with advanced theories of editorial production and reception
- Examine and assess editorial production cycles in a networked environment
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**Assessment tasks**

- Production Journal
• Proposal/Research Report
• Portfolio of work

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

• Analyse and engage with advanced theories of editorial production and reception
• Examine and assess editorial production cycles in a networked environment
• Design, plan and create a professional editorial presence in the form of an online resource
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Assessment tasks

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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

• Analyse and engage with advanced theories of editorial production and reception
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Assessment tasks

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