



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Introduction to Editing and Publishing

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PUB	5001	86635	1, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100799

## STAFFING

Examiner: Sharon Nevile  
Moderator: Jennifer Wright

## RATIONALE

This editing and publishing course is a response to changes in the publishing industry. It gives an overview of modern publishing and introduces students to the roles editors play and the tools and procedures they use. Editors should have an understanding of correct grammar, syntax, language usage, punctuation and capitalisation, and be able to communicate clearly and concisely. As editors use electronic communication for much of their work, students will practise the skills online. Students undertaking this unit are expected to have an undergraduate degree and possess basic literacy and computing skills. There is an expectation that students will be self-directed and will participate in an online discussion group.

## SYNOPSIS

This course provides instruction on the tasks involved in publishing, with the emphasis on the editor's role. An analysis of the communication process via a range of print and online material will focus on audience, content, and choosing which forms of media best suit readers and their learning styles. Instruction will follow the stages in structural and copy editing. Proofreading and the tools, resources and procedures required for the various tasks will be explained. Publication design, typography, and formatting will focus on readability and effectiveness of the message including the use of illustrations and tables. Students will be guided through steps in checking layout and colour proofs. Legal and ethical concerns will include copyright and the identification requirements of a book. Students will become familiar with the use of electronic communication and online editing.

## OBJECTIVES

On successful completion of this course students should be able to:

1. Identify the editor's role in the various stages of print and electronic publishing
2. Demonstrate an understanding of the communication process between key participants
3. Communicate professionally in a range of media

4. Analyse different material in terms of its suitability for different media, readers and learning styles
5. Demonstrate an understanding of the scope of structural editing and copy editing
6. Use standard proofreading marks effectively
7. Check design, typography and formatting, illustrations and tables in page proofs and mark appropriate changes
8. Demonstrate an understanding of the legal requirements of a range of publications
9. Demonstrate information literacy as well as effective electronic communication in directed discussion groups.

## TOPICS

Description	Weighting (%)
1. The publishing process and the editor's role	8.00
2. Communication via different types of media with a focus on audience	15.00
3. Editing and proofreading - stages, tools and procedures	23.00
4. Publication design, typography, illustration and formatting	23.00
5. Legal and ethical aspects of publishing	23.00
6. Editing on-screen and online	8.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Macquarie Dictionary, 4th edn (unabridged) OR access to the online version through <https://www.macquariedictionary.com.au>

Commonwealth of Australia 2002, *Style manual: for authors, editors and printers*, 6th edn, John Wiley & Sons Australia, Brisbane.

(Revised by Snooks & Co)

Flann, E & Hill, B 2004, *The Australian editing handbook*, 2nd edn, John Wiley & Sons Australia, Brisbane.

Whitbread, D 2001, *The design manual*, UNSW Press, Sydney.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Government style guides put out by state governments.

Students are advised to browse through relevant web sites such as the Copyright Council, the Australian Societies of Authors, and various state societies of editors.

Others as recommended in the study material.

Bly, R & Blake, G 1997, *The elements of copywriting: the essential guide to creating copy that gets the results you want*, MacMillan, New York.

Gross, G (ed) 1993, *Editors on editing: what writers need to know about what editors do*, 3rd edn, Grove Press, New York.

Hudson, N 1997, *Modern Australian usage*, 2nd edn, Oxford University Press, Melbourne.  
(Rev Edn)

Petelin, R & Durham, M 1996, *The professional writing guide: writing well and knowing why*, Pitman, Melbourne.

Peters, P 1996, *The Cambridge Australian English style guide*, Cambridge University Press, New York.

Peters, P 2004, *The Cambridge guide to English usage*, Cambridge University Press, Cambridge.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	85.00
Private Study	80.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
MEDIUM AND AUDIENCE	100.00	15.00	02 Apr 2009 (see note 1)
PROOFREADING EXERCISES	100.00	45.00	18 May 2009 (see note 2)
LEGAL & ETHICAL CONCERNS	100.00	30.00	12 Jun 2009 (see note 3)
PARTICIPATION IN DISC GROUP	100.00	10.00	12 Jun 2009 (see note 4)

### NOTES

1. This assessment item relates to Objectives 1, 2, 4 & 5
2. This assessment item relates to Objectives 3, 5, 6 & 7
3. This assessment item relates to Objectives 1, 2, 3 & 8
4. Participation in Discussion Group will be graded in terms of argument and depth of understanding of issues. Final submission date is 12 June 2009. This assessment item relates to Objectives 3 & 9.

## IMPORTANT ASSESSMENT INFORMATION

### 1 Attendance requirements:

This course contains a discussion forum where students' participation is formally assessed and successful participation in that discussion group is required to complete the requirements to be awarded a passing grade in the course. There are no other attendance requirements for this course. However, it is the students' responsibility to study all material

- provided to them, or required to be accessed by them, to maximise their chances of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
  - 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
  - 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
  - 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
  - 6 Examination information:  
There is no exam for this course.
  - 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
  - 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical,

family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

## **OTHER REQUIREMENTS**

- 1 Students will require access to e-mail and internet access to USQConnect for this course.
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