The University of Southern Queensland  

Course specification

Description: Introduction to Editing and Publishing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<td>PUB</td>
<td>5001</td>
<td>31202</td>
<td>1, 2004</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOART  
Academic org: FOA004  
Student contribution band: 1  
ASCED code: 100799

STAFFING

Examiner: Dianne Jones  
Moderator: Maurice French  
Team members: Sharon Nevile, Jennifer Wright.

RATIONALE

This editing and publishing course is a response to changes in the publishing industry. This course gives an overview of modern publishing. It 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 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:
• Identify the editor's role in the various stages of print and electronic publishing
• Demonstrate an understanding of the communication process between key participants
• Communicate professionally in a range of media
• Analyse different material in terms of its suitability for different media, readers and learning styles
• Demonstrate an understanding of the scope of structural editing and copy editing
• Use standard proofreading marks effectively
• Check design, typography and formatting, illustrations and tables in page proofs and mark appropriate changes
• Demonstrate an understanding of the legal requirements of a range of publications
• Demonstrate information literacy as well as effective electronic communication in directed discussion groups.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. The publishing process and the editor's role</td>
<td>8.00</td>
</tr>
<tr>
<td>2. Communication via different types of media with a focus on audience</td>
<td>15.00</td>
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<tr>
<td>3. Editing and proofreading - stages, tools and procedures</td>
<td>23.00</td>
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<tr>
<td>4. Publication design, typography, illustration and formatting</td>
<td>23.00</td>
</tr>
<tr>
<td>5. Legal and ethical aspects of publishing</td>
<td>23.00</td>
</tr>
<tr>
<td>6. Editing on-screen and online</td>
<td>8.00</td>
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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 unabridged or access to MacquarieNet: http://www.macnet.mq.edu.au
(Revised by Snooks & Co)

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.


STUDENT WORKLOAD REQUIREMENTS:

<table>
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<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Directed Study</td>
<td>85.00</td>
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<tr>
<td>Private Study</td>
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ASSESSMENT DETAILS

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>PARTICIPATION IN DISC GROUP</td>
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<td>10.00</td>
<td>02 Mar 2004</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
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<tr>
<td>MEDIUM AND AUDIENCE</td>
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<td>15.00</td>
<td>31 Mar 2004</td>
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<tr>
<td>PROOFREADING EXERCISES</td>
<td>100.00</td>
<td>45.00</td>
<td>19 May 2004</td>
</tr>
<tr>
<td>LEGAL &amp; ETHICAL CONCERNS</td>
<td>100.00</td>
<td>30.00</td>
<td>09 Jun 2004</td>
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NOTES:

1. Participation in Discussion Group will be graded in terms of argument and depth of understanding of issues. Final submission date is 11 June 2004.

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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must: (i) submit all of the summative assessment items; (ii) achieve at least 50% of the marks allocated for Participation in Discussion Groups; and (iii) and achieve at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) 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 or in the current USQ Handbook.

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (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) 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. (e) 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.