Description: Writing for Editors: Advanced

<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>
</tr>
</thead>
<tbody>
<tr>
<td>PUB</td>
<td>5004</td>
<td>35252</td>
<td>2, 2004</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
</tr>
</tbody>
</table>

Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100799

STAFFING
Examiner: Julianne Stewart
Moderator: Maurice French
Team members: Sharon Nevile, Jennifer Wright.

OTHER-REQUISITES
Recommended Pre-requisite: PUB5001 and PUB5002

RATIONALE
This course is a response to developments in the publishing industry. This course details many of the writing tasks editors undertake when in the process of producing print and online publications. Whereas the earlier course focussed on establishing an effective author-editor relationship, this course moves on in terms of the production process to responding to typesetters, negotiating with printers and developing written text for a variety of promotional and production needs. The topic on more complex author queries will cover the appropriate tone and register required when dealing with a manuscript that may need substantial rewriting.

SYNOPSIS
This course further develops the skills editors will need to write in simple, polite language during the publishing process, specifically, to communicate with typesetters and designers in response to colour proofs and provide a comprehensive brief for a printer. Instruction will focus on the writing skills required by editors to negotiate an acceptable result for print and electronic communication. Writing back cover copy, brochure, box, catalogue and jewel case copy, editorials and writing for non-print will be covered. A complex piece of text will be evaluated for tone and register and advanced author queries written. Throughout the course the focus will be on clarity and precision in decision-making and expression in
developing and producing professional publications. Skills will be practised in an online discussion group.

OBJECTIVES
On successful completion of this course students will be able to:

1. Justify comments on design, typography and typesetting of a publication
2. Negotiate an acceptable result with others involved in the production process using appropriate terminology
3. Develop a brief to be sent to a printer for quotes for a print publication
4. Prepare various kinds of promotional copy such as jacket copy and brochures
5. Write captions for illustrative material
6. Write and rewrite material for non-print media, including converting text to dot point series suitable for on-screen publication
7. Restructure text for on-screen environments, including CD-ROM and the web
8. Evaluate written material and respond with author queries raising issues with authors about appropriate tone and register
9. Demonstrate skills in advanced rewriting
10. Use electronic communication for negotiation and problem solving

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Appropriate written instructions for negotiation: the language of other players and staying in touch with the production process</td>
<td>5.00</td>
</tr>
<tr>
<td>2. Writing appropriate comments about a sample setting, cover and internal design for print publications</td>
<td>5.00</td>
</tr>
<tr>
<td>3. Instructing pre-press operators and on-screen professionals and briefing printers</td>
<td>15.00</td>
</tr>
<tr>
<td>4. Applying for permission for images and text, writing captions</td>
<td>5.00</td>
</tr>
<tr>
<td>5. Writing promotional materials</td>
<td>20.00</td>
</tr>
<tr>
<td>6. Writing and rewriting for on-screen delivery</td>
<td>20.00</td>
</tr>
<tr>
<td>7. Rewriting</td>
<td>10.00</td>
</tr>
<tr>
<td>8. Evaluative writing</td>
<td>20.00</td>
</tr>
</tbody>
</table>

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).


(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.

Some legal publications about defamation and discrimination. Students are advised to browse through relevant Internet sites such as the Copyright Council's. Other web sites and texts are recommended in the study material.


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>85.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>80.00</td>
</tr>
</tbody>
</table>
## ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARTICIPATION - DISCUSSION GRP</td>
<td>100.00</td>
<td>10.00</td>
<td>19 Jul 2004</td>
</tr>
<tr>
<td>(see note 1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSTRUCTING PUBLISHING TEAM</td>
<td>100.00</td>
<td>30.00</td>
<td>06 Aug 2004</td>
</tr>
<tr>
<td>PROMOTIONAL WRITING</td>
<td>100.00</td>
<td>20.00</td>
<td>08 Sep 2004</td>
</tr>
<tr>
<td>WRITING FOR NON-PRINT MEDIA</td>
<td>100.00</td>
<td>40.00</td>
<td>21 Oct 2004</td>
</tr>
</tbody>
</table>

### NOTES:

1. Participation in Discussion Group will be graded in terms of argument and depth of understanding of issues.

## IMPORTANT ASSESSMENT INFORMATION

1. **Attendance requirements:**
   (a) 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; and (b) 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: submit all of the summative assessment items, achieve at least 50% of the marks allocated for Participation in Discussion Groups, 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 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 produced within five days if required 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 email and internet access to USQConnect for this course.