Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Peter White	prr.white@unsw.edu.au	office hours: 2.00-3.00 pm Wednesdays (please email to make an appointment)	Robert Webster - rm 311F	

School Contact Information

School of the Arts and Media

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Phone: (02) 9385 4856

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

The course will be conducted as 4-hour seminars during which you will develop digital journalism projects for potential publication or broadcast, collaboratively sub-edit/review classmates' content, design webpages for the delivery of content, and, in cases where work has been published, manage and monitor its uptake on social media. Each seminar will essentially be a digital journalism "clinic". Teaching will primarily take the form of (1) a continuous process of sub-editorial-style feedback/guidance by the tutor (an industry professional) in the role of editor and (2) the collaborative reviewing by students of each other's work. This approach is designed to develop towards work-readiness the basic digital journalism skills students have acquired through previous core courses. It will provide you with the opportunity to apply these skills in a "real world" setting, where they will be mentored by an industry professional.

Course Learning Outcomes

1. Formulate digital journalism story ideas and evaluate their "newsworthiness/publishability", given particular topic areas and intended audiences.
2. Plan, research, create, edit and layout publishable multi-media digital journalism.
3. Work collaboratively, ethically and in accordance with media law to create, edit, publish and publicise digital journalism.
4. Publicise digital journalism on social media platforms, use data analytics to track hits on published material, manage reader comments and manage search engine optimisation of a publication site.

Teaching Strategies

The course will be conducted as 3-hour seminars during which students will develop digital journalism projects for potential publication, collaboratively sub-edit/review classmates' content, design webpages for the delivery of content, and, in cases where work has been published, manage and monitor its uptake on social media.

Each seminar will essentially be a digital journalism "clinic". Teaching will primarily take the form of (1) a continuous process of sub-editorial-style feedback/guidance by the tutor (an industry professional) in the role of editor and (2) the collaborative reviewing by students of each other's work.

This approach is designed to develop towards work-readiness the basic digital journalism skills students have acquired through previous core courses. It will provide them with the opportunity to apply these skills in a "real world" setting, where they will be mentored by an industry professional.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Portfolio of Tutorial Preparation and In-tutorial Production Tasks	20%	Not Applicable	1, 2, 3, 4
Media Content Preparation,			

Attendance Requirements

Attendance is required at all seminars (there are no lectures) - at a minimum of 80 percent.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 15 February - 19 February	Seminar	[Please not the the material provided below is provisional, subject to adjustment as the term unfolds. Refer to the course Moodle site for up-to-date information.] **Introduction** to the course Review of - range of articles, n

February
Date

Week 3: 1 March - 5 March	Seminar	[*Ucc ijw pc tgcu md gqqscq gl jma_j _ lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpc lbq _ lb nmnsj_p asjrspc,*] Managing a complex online publishing platform - wrangling the RebelMouse backend as a contributor and sub-editor Copy editing issues - how and what to correct/change when sub-editing; making cuts and rewriting; issues of style; ensuring 'clean' copy.; writing headlines, stand-firsts and cross-heads Story development update/report The *Lcuqumprfw* podcast
Week 4: 8 March - 12 March	Seminar	[*Ucc ijw pc tgcu md gqqscq gl jma_j _ lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpc lbq _ lb nmnsj_p asjrspc,*] Social media engagement - promoting your own and/or other author's content Publishing content to Facebook and Instagram; Search Engine Optimisation; Tweeting your content Update on story development The *Lcuqumprfw* podcast
Week 5: 15 March - 19 March	Seminar	[*Ucc ijw pc tgcu md gqqscq gl jma_j _ lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpc lbq _ lb nmnsj_p asjrspc,*] Digital content package (for assessment) - finalisation and submission clinic Search Engine Optimisation (basic skills) A/B testing The *Lcuqumprfw* podcast
Week 6: 22 March - 26 March		Flex week - no seminar
Week 7: 29 March - 2 April	Seminar	[*Ucc ijw pc tgcu md gqqscq gl jma_j _ lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpc lbq _ lb nmnsj_p asjrspc,*]

		Review of digital content package(s) from earlier weeks Subbing and laying out your classmates' copy - towards publication-standard benchmarks Promoting *Lcuqumprfw* content - in-class exercise Engaging a readership through online 'newsletters' (the *Lcuqumprfw* newsletter) Digital content brainstorming - your next digital package
Week 8: 5 April - 9 April	Seminar	[*Uccijw pctgcu md gqqscq gl jma_j _lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpclbq _lb nmnsj_p asjrspc,*] Pitching your next digital content package Discussion of 'data' journalism, data visualisation and info graphics The *Lcuqumprfw* 'newsletter' The *Lcuqumprfw* podcast
Week 9: 12 April - 16 April	Seminar	[*Uccijw pctgcu md gqqscq gl jma_j _lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpclbq _lb nmnsj_p asjrspc,*] Finalisation of digital package - discussion and feedback on drafts/first cuts etc The *Lcuqumprfw* podcast The *Lcuqumprfw* newsletter Report on previous social-media promotion of *Lcuqumprfw* content (Facebook, Instagram and SEO)
Week 10: 19 April - 23 April	Seminar	[*Uccijw pctgcu md gqqscq gl jma_j _lb glrcpl_rgml_j kcbg_ amtcp_ec md ns`jga _dd_gpq* qmag_j rpclbq _lb nmnsj_p asjrspc,*] TBA

Resources

Prescribed Resources

No textbook for this course

Recommended Resources

You will need to be reading/viewing/listening across a wide variety of journalism.

Here are some suggestions.

Longform.org, medium.com, theconversation.com, the huffington post, The Guardian Australia, Slate.com, etc. etc.

The Saturday Paper, Good Weekend and News Review, Spectrum and Traveler sections in the Sydney Morning Herald weekend edition The Weekend Australian magazine;; Inquirer and Review in The Weekend Australian Life and Leisure,

Perspective in the Australian Financial Review ‰ V ct gto n Life and Leisure,

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;