

1140 - Web Content Development I

Introduction

- Exercise: Listening, interviewing, writing briefly

What's the difference between Web and print?

- How do the difference create different use
- Advantages and disadvantages of differences

Focus on the audience

- Audience for web is different
- Who is your audience?
- What does your audience want/need to know?
- Exercise: Cutting down the word count to focus on audience needs.

Focus on the objective

- What is your point/goal?
- What do you want the reader to do after they have read the information?
- SMART Objectives
- Exercise: Re-writing an objective
- How do you reach your objective best?
- Changing minds
- Educating—teaching a topic
- Instructing—assembling a product
- Informing—giving news
- Emotional appeal—make someone angry, happy, content
- Feature—good news story, making a point

Qualities of good Web writing (Class discussion)

- Concise
- Geared to the audience
- Without jargon
- Written in the present tense
- Topped with a descriptive headline
- Filled with many subheadlines
- Grammatically correct
- Exercise: Cutting out jargon

How to write simply (Plain English)

How to write a powerful summary

- Types of summaries
- Purpose of summaries
- Summaries as editing tool
- Exercise : Writing a summary in plain English

The inverted pyramid in Web writing

- Difference between narrative style and news style
- Uses and misuses
- Class participation: Demonstration of narrative story
- Exercise: Changing narrative to news story, focus on audience/objective

Review: How readers use Web versus print

- How Web readers are different from print readers.
- What they want
- How to give it to them

How do you satisfy readers?

- Credibility
- Primary and secondary references
- Critical thinking

Making the most of headlines and subheads

- As navigational tool
- As editing tool

Bullets

- Purpose
- Make them work for readers
- Exercise: Adding headlines, subheadlines, bullets
- Exercise: Using headlines and subheads as an editing device

Organizing Web writing

Keeping readers' interest

- Exercise: Editing Sentences for interest and organization.

Do's and Don'ts for clear Web writing

Layering information

- Exercise: Re-writing and re-organizing a long article