

## ENG 375: Writing for the Web

Fall 2018

Tuesday/Thursday, 9:30am - 10:45am

Humanities 207

Dr. Patrick Thomas ([pthomas1@udayton.edu](mailto:pthomas1@udayton.edu))

HM 275

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M/W: 12:15pm-3pm & by appt.

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### Course Description:

ENG 375 introduces students to the theory and practice of writing rhetorically effective website content and producing websites. Our focus will be on writing and editing effective web content that engages target users. This course enables students to apply rhetorical principles as a way of critiquing existing websites as well as to employ a rhetorical approach in developing website content that meets the informational needs of users.

This course fulfills the New Media requirement for English majors in the Writing Track. For other students, this course fulfills the CAP-Inquiry, elective, or upper-level writing course requirement.

### Learning Goals:

By the end of this course, students will be able to:

1. identify and analyze specific genres and rhetorical situations of website and their impact on readability.
2. write rhetorically effective web content.
3. describe and reflect upon their processes of writing and editing web content.
4. articulate the relationships among reading, writing, and technology, especially as they pertain to the web and their major discipline.

### Required Materials:

Felder, L. (2012). Writing for the web: Creating compelling web content using words, pictures and sound.

Berkeley, CA: New Riders Press. ISBN: 978-0321794437

An account on CodeAcademy

Access to UD email and Isidore site

Administrative Access to website developer

A laptop computer

### Assignments:

There are a number of conceptually overlapping assignments in this course:

*Personal Homepage:* Using a website developer of your choice, you will create a personal portfolio homepage for your portfolio site. The portfolio site will be used to submit your work throughout the term.

*CodeAcademy Exercises:* You will complete a series of self-paced exercises on CodeAcademy, a free tutorial site, to introduce you to basic concepts of HTML and CSS. You will present the products of each unit on your personal portfolio site.

*Project Scenario & Persona:* Identifying real users of our website project, you will develop a research-based persona & scenario for understanding user needs for the final project website.

*Analysis of Content Strategy:* You will analyze the web content strategy of websites similar to that of our course project, evaluating the effectiveness of content for our own project personae and

scenarios.

*Sitemap*: Using evidence from your content strategy analysis, you will create a revised sitemap for organizing the course project website.

*Course Project Website*: As a culminating project, you will construct a series of webpages and corresponding content for a collective course project website. The specific work that comprises this portion of your assignments will be developed and mutually agreed upon based on client needs, user expectations, and the content strategy you develop for the website.

### **Grading:**

The breakdown of grades is as follows:

The Personal Homepage, an individual assignment, will comprise 10% of your final grade.

The CodeAcademy Exercises, an individual assignment, will comprise 5% of the your final grade.

The Project Scenario & Persona, a paired assignment, will comprise 15% of your final grade.

The Analysis of Content Strategy, a paired assignment, will comprise 15% of your final grade.

The Sitemap, an individual assignment, will comprise 5% of your final grade.

The Course Project Website, individually & collaboratively authored, will comprise 50% of your final grade.