

Writing for the Web

English 202, 2 Units

January 24 – March 7, 2012 ■ 8-10am, MWF

Professor name ■ email@address ■ phone number

Web Site: Write4Web.com

Text: *writing for the web*, by Lynda Felder

Writing for the Web explores a wide-range of interactive writing skills and formats, including writing for web pages, instructional design, scripts, critiques and more. The secret to writing well is to write, write, write some more, and rewrite. Descriptions of all assignments, guidelines, practice writing exercises, sample student essays, grammar tips, and additional resources are available on the class web site.

PREREQUISITE: English 101

ATTENDANCE is important. **NO MORE THAN THREE ABSENCES** are allowed. Unscheduled circumstances (e.g., medical, death in the family, new baby) will be handled case by case. Your grade for participation reflects times absent, times tardy, and times that you left class early.

Your College does not tolerate plagiarism, the unacceptable act of presenting work that is not your own without giving the author credit. Your work must be original; every source needs to be cited.

Students with disabilities or any disadvantage who may need accommodations are encouraged to notify me, so accommodations can be made as soon as possible.

GRADING: 60% Assignments, 15% Participation, 15% Presentations, 10% Final. Late papers are automatically lowered 5% each day after the due date. Missing papers receive a failing grade.

“I would have written a shorter letter, but I didn't have time.”

Mark Twain

CALENDAR

#	Date	Topics	Assignments/Readings
1.		Introduction to Multimedia and writing Brief history of the English language Understanding your audience	Read Ch. 1, "All You Really Need to Know" Read Ch. 2, "Best Practices"
2.		Writing for the Web Writing with words Blogs	Sign up for presentations Read Ch. 8, "Style & Grammar"
3.		Writing with images Interactivity, Writing meaningful links Style	1) Blog Due Read Ch. 3, "Working with Images"
4.		Storytelling, Creating storyboards	Read Ch. 6, "Writing Interactive Stories"
5.		Re-vision, Creating a personal editing checklist Organizing content Titles and subtitles	Read Ch. 13, "Re-Vision" Read Ch. 7, "Writing Succinctly"
6.		Digital storytelling Writing with sound Informative essays Hooks	2) Photo Story Due Read Ch. 9, "Telling a Good Story" Read Ch. 5, "Adding Sound"
7.		Writing instructions Active vs. passive voice	Read Ch. 11, "Writing Instructions"
8.		Persuasive writing Stages of writing The writing process	Read Ch. 10, "Rhetorical Modes" 3) Instructions (Collaboration) Due
9.		Interviewing techniques Bios, Podcasts	Read Ch. 12, "Writing Blogs"
10.		Field Trip	
11.		Script writing and dialogue	4) Storyboard/Design Read Ch. 4, "Adding Motion"
12.		Critiques	5) Digital Story Pitch
13.		Games	
14.		Getting published Sustaining a blog site	5) Digital Story
15.		Collaboration	In-class Final/Practice Writings Due