Writing Strategies for the Web

Course Summary

Description

Interface designers have long known that online information is fundamentally different from its paper counterpart. Now you can get this same knowledge in a workshop that applies the WordTask writing process to the Web--from the planning and design of the site through to the revision of its text.

Objectives

At the completion of this course, the student will be able to:

- Determine which materials belong on the web and which do not
- Apply the writing process to web-based documents: planning, design, drafting and revision
- Distinguish paper-based design from web design principles
- Anticipate the reader's need for varying levels of detail on the site
- Apply techniques for writing technical descriptions and procedures
- Ensure that the visitor can navigate your site easily
- Write in a style appropriate to the Web
- Identify and correct the grammar errors
- Measure your site's effectiveness with a usability checklist

Audience

This course is recommended for those who contribute to the design and writing of web pages, for marketing materials, such as press releases and advertising, procedures and instructions, and/or detailed descriptive information.

Prerequisites

There are no prerequisites for this course.

Duration

Two days

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