ENGL 4/6619_M50: Web Design & Online Writing

Course Description

The roots of this course include themes of usability and user experience, information architecture, and accessible web design. Over the course of this semester, our assignments will explore best practices for writing clear and engaging web content, managing content, studying visual rhetoric principles as applied to the design and user experience of web pages, and accessible design. This course is technology intensive, though one should not feel intimidated if they lack coding experience or familiarity with certain tools. We will introduce, demonstrate, and experiment with standard and cutting-edge web design tools throughout the term, learning together to manage a suite of web design and online writing tools that prepare you for industry jobs. At the end of this course, students will be able to:

- Analyze specific audiences and rhetorical situations in the design of websites
- Apply the principles of information architecture to the creation of intuitive navigation systems and a seamless user experience
- Learn how extensible markup language (XML), hypertext markup language (HTML), and cascading style sheets (CSS) support the use of graphics, video, other media, and the structure of web pages
- Articulate and apply the basics of visual design and production various to web design scenarios

Required Materials:

- Giny Redish, *Letting Go of the Words: Writing Web Content That Works*. Second edition. 2012. ISBN: 9780123859303
- Lupton, Ellen. *Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students.* 2014. ISBN: 978161891701