ENGL 4/6619
Dr. Emily Gillo
Online

Web Design & Online Writing

In this course, we will explore how digital environments shape communication, user experience, and access to information. Through critical digital literacy, rhetorical analysis, and hands-on web development, we will examine how websites organize information, influence audiences, and reflect ethical and social considerations. We will apply principles of technical writing, information architecture, visual rhetoric, accessibility, and UX/UI design to create and refine our own websites, culminating in a redesigned website that prioritizes usability, accessibility, and intentional design. ***Prior coding or web design experience is not required!***

In this course, my goal is to help you develop and demonstrate the ability to do the following:

- Analyze digital environments rhetorically and critically by evaluating how websites use language, visual design, and interface conventions to communicate with audiences
- Apply principles of technical communication and digital writing to create clear, effective, audience-centered online content that supports users' needs and goals
- Design and develop functional, accessible websites using principles of UX/UI design, visual rhetoric, and web development
- Evaluate digital environments for usability, accessibility, and ethical design by identifying barriers, deceptive practices, and design choices that affect user autonomy, privacy, and access to information
- Apply critical digital literacy to web design decisions by examining social, ethical, and rhetorical implications of digital technologies

Required Materials

- *Digital Writing: A Guide to Writing for Social Media and the Web*, Dan Lawrence, 2nd edition
- *Learning Web Design*, Jennifer Robbins, 6th edition