

ENGL 4/6619.M50

Web Design/Online Writing

Dr. Elizabeth Lane

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 course materials 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