ENGL 4/6619.M50 – Web & Online Writing

Course Description

This course will focus on the principles, ethics, and best practices of writing, designing, delivering, and managing information online. Topics covered in this class include:

- Digital literacy and critical digital literacy
- Data and personal privacy online
- Collaborative online writing/Wiki writing
- Social media writing
- Web content writing
- The Internet: algorithms, SEO, access/usage, web traffic, etc.
- Basics of web design
- Web accessibility and universal design
- Working with web editor platforms (intro to HTML/CSS for graduate students)

This course will consist of three units, each building on one another to culminate in a final portfolio project. Unit 1 will begin with a reflection of our own digital literacy and conclude with a webtext assignment. Unit 2 is focused on online collaborative writing and will involve working in groups to publish a new Wikipedia article. Unit 3 asks us to become familiar with various web editor platforms, web design best practices, accessibility, and writing online and will conclude with the final portfolio project for the course.

Required Materials:

- Lawrence, Daniel. *Digital Writing*. Broadview Press, 2022. ISBN 9781554815678
- Reliable and consistent access to the Internet and a computer/laptop (a smart phone will not be sufficient for the majority of the graphics-intensive work done in this course).
- At some point in the semester, you may have to sign up for a subscription for a web editor platform. There are free options, but some of the options do require a purchase. **Please be aware that if you choose a platform that requires a paid plan, you will need to be prepared to make that purchase in early April.**
- All other readings will be provided in Canvas.