



## Web Content Writing and Editing



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**Office Hours:** as posted

### Course Description:

This course is composed of lectures and hands-on computer lab experience combined with a service-learning component. Overall emphasis is centered on those factors which make writing for the Web different from writing print documents, e.g., the ability to chunk and layer information and to employ a more concise, direct writing style. Students participate in forum discussions and assemble ePortfolios in CommToolz as well as keep an ongoing journal in Ucompass Educator as they proceed through the course. The service-learning component of this course provides and maintains effective Web sites for non-profit organizations in the area of Perry County, Alabama.

### Prerequisites:

ENG 101, BTA 105

### Meeting Day and Time:

Monday, Tuesday, Wednesday, Thursday, Friday 9:00 to 10:30

### Text & Reference:



**Title:** The Internet Writer's Handbook  
**Author:** Martha C. Sammons  
**Publisher:** Pearson/Longman  
**Edition:** 2nd Edition, 2004  
**ISBN:** 0-321-15955-1  
This item is: **Required**



**Title:** Creating Websites that Work  
**Author:** Summers and Summers  
**Publisher:** Houghton-Mifflin  
**Edition:** 2005  
**ISBN:** 0-618-22605-2  
This item is: **Required**

### **Course Objectives:**

#### **Attitude**

Upon completion of this course, students will be more:

- Aware of the unique challenges faced by non-profit agencies in rural Alabama counties.
- Aware of the importance of demonstrating credibility by using a writing style free of grammar, punctuation, and factual errors.

#### **Knowledge**

Upon completion of this course, students will know:

- The most common language errors found on Web pages and how to avoid them.
- Basic Web terminology and how Web pages and browsers work.

#### **Skill**

Upon completion of this course, students will be able to:

- Brainstorm, research, plan, and begin the writing process.
- Apply basic Web writing techniques
- Use Web authoring and image editing tools.

### **Instructional Methods:**

- Collaborative Learning
- Discussion
- Lecture
- Online Learning
- Textbook
- Tutorial

### **Instructor Comments:**

This is an Educator course. Students are expected to login to Educator on a daily basis to check for announcements and email from the instructor. All assignments are to be uploaded by clicking on the assignment in Educator and using the upload function provided there.

All material will be distributed in Educator. Class notes, instructional material, and student assignments will be posted in the Educator course Web site. Students are encouraged to go to the [Textbook Web site](#) in order to obtain file downloads and view other items of interest throughout the semester.

All grades will be posted in Educator as assignments are submitted.

**It is the student's responsibility to check grades throughout the semester and to report grade discrepancies to the instructor.**

### Assessment Plan

Item	Objective Type Addressed	Description	Quantity	Points	Total Points
Service-Learning Project	Skill	<p>Students will work in teams to construct and maintain Web sites for non-profit clients in the Perry County, Alabama area. Each site will be designed with an appropriate "look and feel" for the intended audience. Emphasis will be placed on collaborative work with individuals in the non-profit groups in order to develop the most effective Web sites to serve the unique needs of those clients.</p> <p>Students will be required to keep a weekly journal detailing their progress from becoming acquainted with the people in the organization that they are serving through constructing and maintaining the site. Students will assemble an ePortfolio of their best writing and design that will be posted on the Judson College Student Portfolios site.</p> <p>Professional writing and appropriate Web site "look and feel" will be required throughout the entire process.</p>	1	500.0	500.0
Weekly Assignments	Knowledge	Assignments will vary by week.	10	20.0	200.0

Journal	Attitude	Students will become acquainted with their clients and will become increasingly aware of the unique challenges faced by the residents of disadvantaged rural counties in the United States.	1	200.0	200.0
Portfolio	Skill	Students will write an effective resume and assemble a portfolio that includes samples of their best writing for the Web.	1	100.0	100.0
<b>Course Total:1000</b>					

### Instructor Expectations

- Students should come to class on time and ready for cooperative work. Students are expected to work together as a team to ensure that all members of the class complete and turn in assignments on time.
- Additional handouts may be required. These will be available for download from the Course materials folder in the Educator WEB 350 course.
- Materials supplied by the student: Rewritable CD or flash drive for backup.

### Last Day to Withdraw:

May 26, 2006

### Grade Scale:

Grade	Range
A	90-100%
B	80-89%
C	70-79%
D	60-69%
E	Below 60%

### Instructional Tools:

- Computers
- Online Media
- Overhead Projector
- Digital Camera

### Core Competencies:

- Goal III: To use the English language as a medium of personal and professional communication
- Goal V: To think globally and to know diverse cultures, people and times
- Goal VIII: To use information technologies proficiently

**Judson College Policies:**

**Missed Classes:** See the Judson Catalog

**Academic Dishonesty:** Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the College. For more information refer to the "Academic Dishonesty" policy in the Judson Catalog.

**Cell Phones:** Cell phones are not permitted in any of the academic areas of Judson College. This includes classrooms, computer labs, and any other areas being used for instruction.

**Need for Assistance:** Faculty at Judson College make every effort to accommodate unique and special needs of students with respect to speech, hearing, vision, seating, or other possible disabling conditions. Please provide documentation of the disability to Mrs. Eleanor Drake, Accommodations Officer, as soon as possible and notify her of requested accommodations or ways to help.