

Chapter 5 Writing

1. Five Web writing techniques:

- a. [Make Text Scannable](#): Making your text scannable provides your reader with a more pleasurable and easier-to-use web experience. Some ways to do this include adding margins, or blank space, to the side of the web page so that the text boxes do not become too wide to read quickly on larger displays, and organize your text using an appropriate wireframe.
- b. [Cut out Fluff](#): Trimming your text to cut out fluff will also help to make your text more scannable, and keeping your thoughts concise will help the reader to better understand them.
- c. [Organize with Paragraphs](#): Organizing your words into clear, concise, and separate paragraphs will help you get your thoughts out into a very digestible way. Rather than rambling about a topic, separate different points about the topic into paragraphs.
- d. [Be Confident, Know Your Topic](#): Given that you have done your research, be confident and unabashed in what you have to say. Basing your opinion on factual evidence is key, and only publish opinions you can be sure about. Also, don't be afraid to change your opinion later if you discover contrary evidence, all science evolves over time.
- e. [Relax](#): Don't sweat the small stuff. Of course you should always try your best to avoid grammatical errors, but don't stress so much over the placement of a semicolon or comma, these things are easily forgiven and corrected later if the need arises.

2. Flat Design:

[Bandcamp.com](https://bandcamp.com) incorporates an Almost Flat Design in that it incorporates many aspects of Flat Design, while keeping some elements of traditional web design. Bandcamp has a simple yet defined color scheme, typical of Flat Design. Bandcamp's colors are a nonintrusive white background with shades of blue used minimally, likely as to not clash with the album art it displays. When the search bar is selected, various simple pastel colored buttons appear showcasing the many genres of music on Bandcamp. The website does not use a completely flat design in that some buttons have three dimensional effects when hovered over, but such artistic choices should be encouraged.