SPRING 2022
ENGL 4/6619 section M50

Web Design & Online Writing

online & asychronous
Dr. Liz Lane   etlane@memphis.edu

ABOUT THIS COURSE

The roots of this course include themes of usability and user experience, information architecture, and accessible web design. 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. 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.

TEXTBOOK & TECHNOLOGY

• Giny Redish, "Letting Go of the Words: Writing Web Content That Works". Second edition. 2012. ISBN: 9780123859303 [Note: this book is also available through the U of M library as an eText]

• A WordPress "Premium" plan ($8/month, billed annually. **You will purchase this at Week 7/mid-term** for the main semester project, the Client Web Design project. Therefore, your client might pay for the cost. More information available at: https://wordpress. com/pricing/

COURSE STRUCTURE & ONLINE LEARNING
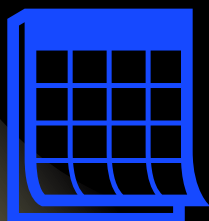
Each week, a new course module will debut on **Mondays at 8 AM CST.** On **Sundays,** each module's content is due **by 11:59 PM CST.**

As a result, this course is largely self-paced and depends on careful planning week to week. Plan to devote a minimum of 3-5 hours to course work, including readings, discussion posts & replies, WordPress working time, and assignment planning.

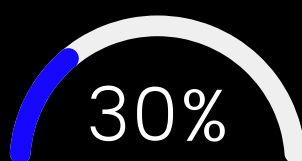**Check Canvas and your UofM email daily to stay on top of tasks.**

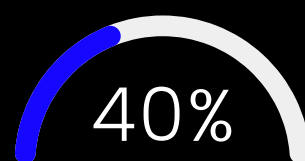## SEMESTER ASSIGNMENTS & DISTRIBUTION

| 10%	20%	30%	40%
Quizzes	**Discussion Posts**	**Minor Assignments**	**Client Web Design Project**

You must complete all projects to pass the class. I follow the University of Memphis scale and policy for grading and I am happy to discuss grades with you during office hours. Each assignment will include a rubric that details assessment & goals.

Graduate Students enrolled in ENGL 6619 will complete additional tasks with each assignment, as noted in assignment sheets.

DEADLINES, LATE WORK, & EXTENSIONS

Unless otherwise stated, all course assignments are due at 11:59 PM CST on Sundays. Late work will be considered late one full day after the due date and will garner a zero if left incomplete.

If you know that you cannot meet an assignment deadline, I am open to discuss an alternate due date. We must email in as advance as possible to meet to discuss the terms of an extension. Life happens- I am flexible and understanding up to a point, so please apply this extension policy responsibly.
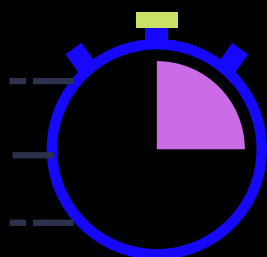
ACCESSIBILITY & ACCOMMODATIONS

Any student who may need accommodations based on the impact of a disability, please schedule an office hours meeting with me during the first month of class, if possible. I am happy to discuss your needs and work with you in order to help you meet personal goals for this course. Students with disabilities should also contact **Disability Resources for Students (DRS)** at 110 Wilder Tower, 678-2880.

OFFICE HOURS & EMAIL POLICY

For Spring 2022, office hours are virtual and by appointment until further notice. I hold office hours to be available for your questions, brainstorming sessions, or concerns that arise during the semester. I welcome you to drop by! Please use my **YouCanBookMe link** to schedule an appointment.

I respond to email Monday through Friday from 9 AM to 5 PM CST. All emails you send related to this course should conform to the following guidelines: **1)** Include an appropriate and descriptive subject, with the course number, **2)** Include an appropriate address line, eg: "Dear Dr. Lane,", **3)** A clear call to action and/or clear request/question

COURSE SCHEDULE

Please prepare the material for the day listed on the schedule below. The most recent version of this schedule will always be posted to Canvas. *Updated 1.10.22*

Week	Topic & Assignments
Week 1: Jan 19 - 23	Introduction to the Course & User Stories; Discussion Board 1: User Stories from Favorite Websites; Read: Redish, Chapters 1 & 2
Week 2: Jan 24 - 30	Rhetoric & Effective Web Design for Various Audiences; Read: Redish, Chapter 8; Smashing Magazine's "10 Principles of Effective Web Design"
Week 3: Jan 31 - Feb 6	User Experience & HTML Intro; • Watch: W3 Schools tutorials on HTML; Read: HTML Tags Cheat Sheet
Week 4: Feb 7 - 13	Project Management & Organization; Read: Redish, Chapter 4; Major Project Description: Client Websites
Week 5: Feb 14 - 20	WordPress Introduction; Read: Redish, Chapters 3 & 7; Sign-up for WordPress (free version), Watch: WordPress tutorials (links);
Week 6: Feb 21 - 27	Outlining Major Project & Finding Clients; Read: Redish, Chapters 5 & 6
Week 7: Feb 28 - Mar 6	Purchasing WordPress Premium Plans and Analyzing Your Audience; Read: Redish, Chapter 15
Week 8: Mar 7 - 13	**SPRING BREAK**
Week 9: Mar 14 - 20	Writing Clear & Engaging Web Content; Read: "Writing Style for Print vs. Web" [link]; Purdue OWL, "Five Principles of Readability" [link]
Week 10: Mar 21 - 27	User Experience and Best Practices for Various Web Readers; Website storyboards & Client Memos
Week 11: Mar 28 - Apr 3	Continued drafting of sites, Setup Usability Tests; Watch: videos on Eye-tracking
Week 12: Apr 4 - 10	Usability Reports and Preparing for Peer Review of websites
Week 13: Apr 11 - 17	Peer Review and Client Materials of Delivery
Week 14: Apr 18 - 24	Consultations & Preparing Final Websites for submission & delivery
Week 15: Apr 25 - May 1	