

**SENECA POLYTECHNIC**  
**SCHOOL OF MEDIA**  
**Fall 2025**  
**TCN812 – UX Writing**

**Professor:** Mark Philp

**Office Hours:** Virtual office hours (via MS Teams or Zoom) are typically held before and after class or by appointment only. Please schedule appointments via email.

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### **Subject Description**

User Experience (UX) writers enhance a user's digital product experience through creative user interface (UI) microcopy. In this course, students explore the processes and practices for writing accessible, inclusive, and intuitive content in a digital environment. Students learn the roles and responsibilities of the UX writer within product design and how to incorporate user insights across a complex product experience. Upon completion of this course, students are equipped with best practices for writing clear and compelling content for a digital product while meeting business and user goals.

### **Learning Outcomes**

Upon successful completion of this subject the student will be able to:

1. Identify where UX writing is applied within content design.
2. Apply user research and brand insights in the design of effective voice and tone.
3. Evaluate established design systems and style guidelines for digital copy.
4. Write, edit, and proofread inclusive content that adheres to writing principles for user interface patterns.
5. Develop content according to accessibility, localization, and internationalization guidelines.
6. Map content against a user flow and task flow for an optimal user experience.
7. Demonstrate approaches for working with co-located, dispersed, and virtual teams to produce collaborative projects.

## Grading and Assessment

Assessment	Learning Outcome(s) Covered	Value of Final Grade in the Course
1. Dialogue Evaluation	1, 2, 7	10%
2. Content Usability Evaluation	1, 2, 3, 7	10%
3. Writing Microcopy	1, 2, 3, 4, 7	30%
4. Writing for Inclusivity & Accessibility	1, 2, 3, 4, 5, 7	20%
5. Onboarding User Flow	1, 2, 3, 4, 5, 6, 7	30%

## Text and Materials

Resources	Details
Global English Style Guide	(Purchased during Semester 1)
<a href="#">Microsoft Writing Style Guide</a>	Free online access
<a href="#">Purdue Online Writing Lab</a>	Free online access
<a href="#">Seneca Libraries: MLA Citation Guide</a>	Free online access
Portable media to hold your files	1TB USB recommended

Supplemental materials will be posted on Blackboard or on class shared drive.

## Tentative Weekly Schedule

\*Schedule may be modified by instructor. Supplemental materials are posted in Blackboard.

	Topics	Learning Outcomes	Human skills covered	Assessments/Homework
Week 1	<b>UX Writing Best Practices</b> Semester 1 review UX best practices UX text patterns Viewing content from a user perspective Assessment #1 instructions	1, 2, 7	Communication, collaboration, confidence, attention to detail, decision-making	In-class group practice: readability of information
Week 2	<b>Microcopy – Actions</b> Buttons and links Controls Navigation Dialogs Assessment #2 instructions	1, 2, 4, 7	Decisiveness, clarity, dependability, organization, effective communication	In-class group practice: actions  Assessment #1 Due
Week 3	<b>Microcopy - Instructions, Explanations and Descriptions (IED)</b> Instructions Explanations	1, 2, 4, 7	Critical thinking, trustworthiness, clear communication, explanation, instruction	Independent practice: IED

	Establishing trust with explanations Descriptions			
<b>Week 4</b>	<b>Microcopy – Messages and States</b> Feedback messages Notifications Empty states	1, 2, 3, 4, 7	Responsiveness, support, conflict resolution, communication, dependability	In-class practice: messages and states  Assessment #2 Due
<b>Week 5</b>	<b>Microcopy - Titles, Labels, and Forms</b> Titles Labels Forms Assessment #3 instructions	1, 2, 3, 4	Organization, precision, collaboration, dependability, communication effectiveness	In-class group practice: titles, labels, & forms
<b>Week 6</b>	<b>Style Guides</b> Style guides Design systems Using a content style guide  <b>Auditing and Editing</b> UX Editing UX Auditing	1, 2, 3, 4	Analysis, critical thinking, attention to detail, dependability, strategic communication	In-class practice: editing microcopy
<b>Week 7</b>	<b>In-class presentations &amp; assessment</b>	1, 2, 3, 4, 7	Confidence, articulation, leadership, public speaking, collaboration	Assessment #3 Due
<b>Study Week</b>				
<b>Week 8</b>	<b>Internationalization &amp; L10N</b> Internationalization Localization Transcreation Assessment #4 instructions	1, 2, 3, 4, 5, 7	Cultural awareness, adaptability, decision-making, effective communication, collaboration	In-class practice: translation exercise
<b>Week 9</b>	<b>Inclusive Design &amp; Accessibility</b> Inclusive design Inclusive UX writing Accessibility Accessible UX writing	1, 2, 3, 4, 5, 7	Empathy, communication, inclusivity, conflict resolution, dependability	In-class practice: inclusive design exercise
<b>Week 10</b>	<b>Writing for User Flows</b> User flow UX flows (task & user) UX writing for onboarding	1, 2, 3, 4, 5, 6	Organization, systematization, critical thinking, leadership, decision-making	In-class practice: task flows

	Assessments #5 & #6 instructions			
<b>Week 11</b>	<b>In-class presentations &amp; assessment</b>	1, 2, 3, 4, 5, 7	Confidence, persuasion, public speaking, evaluation, support	Assessment #4 Due
<b>Week 12</b>	<b>UX Writing Deliverables</b> Collaboration Tasks and deliverables Presenting outcomes	1, 2, 3, 4, 5, 7	Collaboration, dependability, communication, leadership, organization	
<b>Week 13</b>	<b>In-class presentations &amp; assessment</b>	1, 2, 3, 4, 5, 6, 7	Reflection, confidence, support, articulation, collaboration	Assessment #5 Due
<b>Week 14</b>	<b>Course reflection</b>	1, 2, 3, 4, 5, 6, 7	Reflection, critical thinking, self-awareness, communication, appreciation	

### Missed Tests/Late Assignments

Students are graded on assignments, projects, teamwork, and final portfolio projects. Synchronous workshop participation, professionalism, and attention to deadlines will also form part of a student's final evaluation.

Specifications and due dates for projects and assignments will be provided in writing, discussed in class, and posted to your online learning platform. No late work will be accepted unless you provide a valid doctor's note or have made previous arrangements with your instructor (prior to the date of the assignment due date or in-class exam).

### Academic Integrity

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecapolytechnic.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn

more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

## **Discrimination/Harassment**

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at [student.conduct@senecapolytechnic.ca](mailto:student.conduct@senecapolytechnic.ca).

## **Accommodation for Students with Disabilities**

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

## **Camera Use and Recordings - Synchronous (Live) Classes**

Synchronous (live) classes may be delivered in person, in a [Flexible Learning space](#), or online through a Seneca web conferencing platform such as MS Teams or Zoom. Flexible Learning spaces are equipped with cameras, microphones, monitors and speakers that capture and stream instructor and student interactions, providing an in-person experience for students choosing to study online.

Students joining a live class online may be required to have a working camera in order to participate, or for certain activities (e.g. group work, assessments), and high-speed broadband access (e.g. Cable, DSL) is highly recommended. In the event students encounter circumstances that impact their ability to join the platform with their camera on, they should reach out to the professor to discuss. Live classes may be recorded and made available to students to support access to course content and promote student learning and success.

By attending live classes, students are consenting to the collection and use of their personal information for the purposes of administering the class and associated coursework. To learn more about Seneca's privacy practices, visit [Privacy Notice](#).