



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Writing for the Web  
**Course Number:** ENG228

### Required Materials

**Textbook(s):** None  
**Required Readings:** Current best practices websites  
**Additional Materials:**

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar

Week	Chapter/Topic/Lab
1	Introduction to the course Week 1 covers the necessity of web writing as its own kind of writing.
2	Week 2 introduces what users want from their online experience as well as how they interact with webpages and sites.
3	Week 3 starts building understanding of web writing strategies and how to apply these by maintaining a blog for the semester as well as through practice documents.
4	Week 4 introduces the idea of "audience" as a way to help writers focus on language, content development, and focus. Part of this is working through a real world example that has been provided to see how a group might address/adjust for audience.
5	Week 5 presents the first project, moving print to text. Students will work with a long text, make decisions about their chosen audience, and present a focused and more web friendly approach.
6	Week 6 includes a discussion on links, why they are important, and different ways to think about them.
7	Week 7 shifts focus from the text itself to its location and use as part of a larger webpage and/or site.
8	Week 8 looks at the understanding of and use of web writing strategies.
9	Week 9 returns the focus to audience by examining a business or other organization to begin building a case study.
10	Week 10 addresses consideration of audience, language, placement, tone, etc. to build a audience focused page.
11	Week 11 takes the case study on audience a step further by introducing the concept of Search Engine Optimization and how it is reliant on audience analysis.
12	Week 12 moves students into the current and changing environment of online search and information retrieval. With AI fast becoming a primary mode of search, web designers, web writers, and marketers all have to learn to adjust to this new mode of search.
13	Week 13 is the last week of individual work. Next week begins the group project.
14	Final group project. Collaboration is really important for writers/communicators of all kinds.
15	Collaborative Project Workshop Week
16	Final Project Due by end of Finals Week.

