

Audience, Purpose & Design – planning the structure of the text

Learning objective:

- identify design principles that make text scannable, objective& concise
- apply those principles to writing and format the text of our webpages so that the information clearly comes across for our users

Step one: Who's our audience? What's the important meaning?

1. What kind of meaning making do we want folks to do on our website? What do we want folks to walk away with? How can we design the text of our pages to increase the chances that folks will be able to do this?
2. Today you will work in pairs to create an outline for your next hw posting that will help you to structure a clear, web readable submission.

Step two: Explore how you read on the web

3. Compare how you read a chapter/article on paper with how you read on the web. What is similar? What's different?
4. What are features that make the text on a website clear and communicative? What are features that will matter on our site?

Choose one of the following sites to inform your analysis:

- Use the webquests you just compared to help you identify some of these features.
 - What's already there? What are features on folk's unit plan outlines that help /hinder making meaning in the way we want folks to?
 - Use the different renditions of moodle that I've experimented with from the different quarters.
 - Explore the text on one of the edutopia sites <http://www.edutopia.org/digital-generation>. Or <http://www.edutopia.org/technology-integration>
5. Examine and explore the principles this author proposes:
<http://www.nngroup.com/articles/how-users-read-on-the-web/>

If time, visit this site too for another explanation of writing for the web:

<http://webstyleguide.com/wsg3/9-editorial-style/3-online-style.html>