Writing for the Web

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Session Overview

1. Writing for the Web
2. User Experience (UX)
   - Content Strategy
     - Asking Questions
     - Guidelines for Writing for the Web
3. Web Design
   - How to make online content readable
3. E-Learning Software
   - Impacted writing for the web as a distance education librarian
   - SoftChalk Demo
What is writing for the Web?

- People
- Writing
- Content creators do not always have a background in technology
- Different process for each person
- Web/Online tools
What’s your content strategy?
Do you have a strategy?

Planning & developing the content on your site. Thinking about goals & purpose **BEFORE** creating content.
What’s your content strategy?
Do you have a strategy?

How your web content will meet user/library needs?
Guide decisions about content
Measure success of your content
Content Strategy

Purpose

Make content:
- engaging
- relevant/useful
- easy to find
Content Strategy

Developing your strategy

Centresource Blog & Content Strategy for the Web
Content Audit/Inventory - know what is on your site.

Content Analysis

What content is missing?
Is there duplication?
Is content current?
Content Strategy

Developing your strategy

To provide engaging content that assists students, faculty, and staff with their information needs.
Content Strategy

Working with content creators

Questions
What is purpose of the content?
Who are you trying to reach?
What’s the best way to communicate the message?
What are the three things you want to communicate?
LibGuides Example

VS
UX & Writing for the Web

What we design for

Steve Krug
Don’t make me think revisited
UX & Writing for the Web

The reality

Look around feverishly for anything that

a) is interesting, or vaguely resembles what you’re looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn’t pan out, click the Back button and try again.
UX & Writing for the Web

Users stumble through websites
Don’t learn how they work

Users go with what looks right
Don’t make the best/optimal choices
Don’t read instructions

The reality

Steve Krug
Don’t make me think revisited
UX & Writing for the Web

Make it easy to scan

- Use bullet points/short paragraphs
- Headings
- White space
- Use colors for visual separation/differentiate between text & highlight keywords
- Be concise, edit, omit words you don’t need
Libraries & Hours

<table>
<thead>
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<th>Library/Location</th>
<th>Hours</th>
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<td>D. H. Hill Library*</td>
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<td>Opens at 7:00am</td>
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<td>Creamery</td>
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<td>Makerspace</td>
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Create working prototypes, architectural models, and other objects with tools including 3D printers, a 3D scanner, and a laser cutter.

**SUN-THU**
10:00am - 10:00pm

**FRIDAY**
1:00pm - 8:00pm

**SATURDAY**
closed

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**March Calendar**

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E-Learning Defined

“There is no one size fits all for e-learning. It’s a form of learning that encompasses a wide variety of technologies and experiences” (p. V).

E-Learning Software

Adobe Captivate
SoftChalk
Articulate
Lectora
Camtasia

The list goes on...
1: Instructional Design

Expanded responsibilities: planning and writing of online library lessons.

2: Web Accessibility Features

(Screenshot from SoftChalk 9)
Biology 104
Undergraduate general studies, face-to-face laboratory course (for non-majors)

Modules
1. Critical Evaluation of Scientific Information
2. Searching for Scientific Information in a Library Database

Objective
Teach students science information literacy skills.
Screenshots of Evaluation Module
Implications: E-Learning Software

1: Collaborative Narratives

- Librarians active in planning/writing online lessons with instructors

2: Leads to more Questions

- What is the role of non-distance librarians in this transformation?
- What guidelines do libraries have for sharing e-learning content templates with instructors?
Accessibility Resources

Converting PDF Files (Delphi Center for Teaching & Learning)

http://louisville.edu/delphi/resources/creating-accessible-courses/-files/resources/accessibility/Converting_PDF_Files.pdf

Creating Accessible Word / PDF Files (Delphi Center)

http://louisville.edu/delphi/resources/creating-accessible-courses/-files/resources/accessibility/Accessible_Word_Documents.pdf

Writing Effective Alt Text (Delphi Center)

http://louisville.edu/delphi/resources/creating-accessible-courses/-files/resources/accessibility/Writing_Alt_Text.pdf
Web Writing Resources


Information about Presenters

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