**Wednesday, April 24: Web Page Design**

**Homework**

F-shaped reading patterns (via NMWS website)

<https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

Writing for the Web (Usability.gov)

<https://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>

Writing for the Web (NYU.edu)

<https://www.nyu.edu/employees/resources-and-services/media-and-communications/styleguide/website/writing-for-the-web.html>

Your choice of any Nielsen Norman Group article on writing for the web

<https://www.nngroup.com/topic/writing-web/>

**Documents**

Bring up student sample

*Objectives*

* *Talk about writing for the web and best practices*
* *Discuss readings*
* *Look at samples*

**Announcements (5 min)**

* *Jokes?*
* If you haven’t looked back at the Google doc, please do – some of you need to refine your questions; some of you need to select new questions
* Homework – reading

**F-shaped reading patterns (Powerpoint) (5-10 min)**

* Inherently bad?
* Why readers use it

**Best Practices for Web Writing (on whiteboard) (10 min)**

* Direct Readers’ Eyes
  + Put most important content first
  + Use headings
  + Start heading & text with key words
  + Use bullets and numbered lists
  + Use bolding – don’t overdo it
  + Visually mark off related content (Chunking)
  + Use white space effectively
* Be brief – short sentences, paragraphs, text
* Use plain language, active voice, personal pronouns – avoid jargon, acronyms
* Keep user task in mind – QUESTION
* Images should supplement/clarify your overall text, not distract
* Accessibility – both in terms of language but also disability
* Use hyperlinks, but tell people where they’re going (avoid “click here”)
* Not dependent on a linear style of reading
* Cultural sensibilities – inclusive language

**Apply to Student Sample (10 min) – bring up sample**

* May use too many text blocks.
* The info also isn’t very specific (importance of researching well)
* Hyperlinking
* Image
* Bolding
* Headings not consistent

**What other things or questions did you encounter in your reading? What articles did you choose to read from Nielsen Norman Group, and how might they apply to this project? (10 min)**

**(if time) – Workshop questions/start research (5-10 min)**

**Homework**

“From Papyrus to Pixels: The Digital Transformation Has Only Just Begun”

<http://www.economist.com/news/essays/21623373-which-something-old-and-powerful-encountered-vault>

Carl Straumsheim, “Is ‘Inclusive Access’ the Future for Publishers?”

<https://www.insidehighered.com/news/2017/01/31/textbook-publishers-contemplate-inclusive-access-business-model-future>

Barbara Krasnoff, “How to Self-Publish Your Novel”

<https://www.theverge.com/2019/4/1/18285875/self-publishing-ebook-amazon-kindle-epub-book-how-to-editing-art-sales-strategy>]

WNIP, “Subscription Boxes Open Up New Revenue Stream”

<https://whatsnewinpublishing.com/2018/06/subscription-boxes-open-up-lucrative-new-revenue-stream-for-publishers/>

Emma Ambrose, “Purdue Librarian Founds First Black Literature Box”

<https://www.jconline.com/story/money/business/2016/10/31/librarian-founds-first-black-literature-box/93068302/>