

## Editing and Publishing Info Page and Presentation

For this project, students will research a question related to editing and publishing and answer the question in the form of a resource page appropriate for posting to a website. Questions will be generated by the class, and each student will be assigned a different question (based as much as possible on your preferences) in order to maximize what we can all learn. **Use the link below to access the Google doc where you'll post your questions:**

(link here)

**Each student should post at least two questions by 11:59 pm on Monday, April 22.** Dr. George and Ms. Kelm will assign research questions via email on Tuesday, April 23.

You will write up the answer to their question as a webpage using the format below. The write-up can be created on an actual webpage on a personal website or digital portfolio, in the D2L blog function, or as a Word/PDF document. Each format has affordances and constraints, which we will discuss in class, but the choice is up to you. **Upload or link your page to the appropriate submission folder on D2L by 8:00 am on Wednesday, May 8.** You will also summarize your findings in a 5-7 minute presentation during our final exam time on Wednesday, May 8, 8:00-10:30 am.

### For the Info Page

To answer your question, please **consult reliable sources (a minimum of 3-5)** and **write your answer for a general audience** who is interested in editing and publishing. Most importantly, demonstrate your finest editing skills. Your info page should include these sections (the page template is located on D2L):

- **The question:** State the question clearly for your audience.
- **The answer:** Write 400-500 words of text, using web-friendly conventions such as subheadings, bulleted lists, repetition of keywords, etc.
- **Hyperlinks:** Link to your sources when you mention them in your text.
- **For more information:** At the bottom of your page, provide a list of sources (embedding links for all online sources) used to answer the question.
- **Image:** Choose or create at least one image that relates to your topic. Write a caption and include the URL to the image source after the caption (make sure the URL is to the original source of the image). Use non-copyrighted images whenever possible.
- **Your name and a brief bio:** Situate your name and 1-2 sentence biography at the bottom of the page. If you wish to link to a personal website, hyperlink your name.

### For the Presentation

Plan to present your resource page in about 5 minutes. You may use slides, but no more than 3-5, just to help keep your audience focused on your most important information. *Do not* cut and paste your resource page into your slides. Prepare slides for viewing, not reading.

## Unit 4 Calendar

## Week 15

4/22 **Project 3 due.** Upload chapters to TCU Online submission folder before class.  
**Assign Project 4: Info Pages and Presentations. Brainstorm questions. Post two questions to Google Doc by 11:59pm today.**

4/24 **Discuss Web Page Design:**  
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/>

4/26 **Discuss Twenty-first-Century Publishing:**  
“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 Finds First Black Literature Box”  
<https://www.jconline.com/story/money/business/2016/10/31/librarian-finds-first-black-literature-box/93068302/>

## Week 16

4/29 Work on info pages. eSPOTS.

5/1 **Drafts of Info Pages due.** Workshop.

**Final Exam Period: Wednesday, May 8, 8:00-10:30. Info Presentations.**  
**Post Info Pages to submission folder before the exam period begins.**