

# Bemidji State University

## ENGL 4169: Web Content Writing

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Practice in web design fundamentals and creating written content for the Web. Addresses the rhetorical and formal challenges of developing Web content, including information architecture, page design, link text, writing for search engines, copy editing. Prerequisites: ENGL 3177 or consent of instructor.

**B. COURSE EFFECTIVE DATES:** 10/03/2005 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. develop their understanding of web content writing further on their own.
2. make sound rhetorical decisions in novel situations.
3. critique, troubleshoot, and revise and edit web pages and sites that they have designed or those they oversee.
4. edit texts for the web.
5. recast and repurpose texts into multi-page hypertexts

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted