WRIT 573 : Writing and Designing for the Web II

A. Course Description

Credits: 4

WRIT 373 Writing and Designing for the Web I or equivalent experience with instructor permission.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies, Goal EL - General Education/Liberal Studies Elect.

This course builds on knowledge and skills learned in WRIT 373 (e.g., HTML, CSS, web writing) and expands training of technical skills and Web development strategy. Advanced topics include content strategy, responsive design for mobile interfaces, information architecture, user experience, and extensive training of HTML, CSS, JavaScript and jQuery. Elements of Web strategy and collaborative work are also covered. Students use professional software tools. Students must possess intermediate or advanced digital skills.

B. Course Effective Dates: 12/10/2011 - 08/15/2012 08/16/2012 - 05/06/2013 05/07/2013 - 05/05/2015 05/06/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Ability to manage a web project from start to finish.
2. Able to create a multi-faceted website, including multiple pages from the ground up using various authoring tools, including HTML and CSS.
3. Achieve advanced user-centered design through the use of personas, usability testing, and other techniques.
4. Advanced ability to analyze websites for effective communication in terms of writing, design, and structure and know what works and what doesn’t work
5. Advanced understanding of internet browser functionality and web servers.
6. Effectively communicate in the web discourse community using language and concepts common to the web professional.
7. Proficiency in editing existing sites directly from the code as well as doing technical editing on content management systems.
8. Understanding of corporate editorial web standards and demonstrated application of standards in class projects.
9. Work on a web project independently and collaboratively.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies
   None

Goal EL - General Education/Liberal Studies Elect.
   None

G. Special Information
Note: Students are responsible to both be aware of and abide by prerequisites for WRIT courses for which they enroll, and will be administratively dropped from a course if they have not met prerequisites. Contact CWA Advising at 651.999.5965 for information.