

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY  
ENG 123 - WRITING FOR THE WORLD WIDE WEB (3 CR.)**

**Course Description**

Introduces basic web page design. Teaches students how to outline, compose, organize, and edit written materials for publication on the World Wide Web. Teaches students how to design basic web pages, compose web site content, design web site layout and develop web site navigation for a variety of possible audiences. Lecture 3 hours per week.

**General Course Purpose**

The purpose of the course is to teach students how to compose and edit hypertext documents that maintain a consistent style, tone, and sense of audience. Students will also learn how to outline, design, compose, and organize a web site that contains a number of hyperlinked documents.

**Course Prerequisites/Co-requisites**

ENG 111 or equivalent or division approval.

**Course Objectives****GOAL ONE: Rhetorical Principles of the World Wide Web**

Students will be able to:

- analyze a web site for content, audience, purpose, style, and tone
- evaluate a web site for credibility, authority, and bias
- comprehend the rhetorical conventions of writing for the world wide web

**GOAL TWO: Writing for the World Wide Web**

Students will be able to:

- master hypertext and will compose original hypertext documents
- effectively apply organizational strategies to open and close their texts and to move the reader between and within ideas, paragraphs, and sentences as appropriate
- employ grammatical and mechanical conventions in the preparation of readable electronic manuscripts
- synthesize information from a variety of sources
- appropriately employ the mechanics of introducing, integrating, and documenting source material

**GOAL THREE: Web design**

Students will be able to:

- create a coherent design for a multi-page web site
- design a navigational structure for a multi-page web site
- effectively integrate visual elements in a multi-page web site

**GOAL FOUR: Web Ethics**

Students will be able to:

- apply appropriate documentation style to show sources of information
- identify laws governing the use of copyrighted materials on the world wide web
- demonstrate awareness of issues of personal privacy and safety in regard to online environments

**GOAL FIVE: Critical Thinking**

Students will be able to:

- analyze and investigate ideas and to present them in well-structured prose appropriate to the purpose and audience

- competently read, summarize, analyze, evaluate, and write about college-level texts – their own and others' – of varying lengths
- examine subjects from multiple perspectives and formulate and express their own perspective. ♦  
Students will apply their

### **Major Topics to be Included**

- Evaluating a web site for content, audience, purpose, style, and tone
- Using basic HTML tags and an HTML editor
- Composing and editing hypertext documents
- Adapting and editing existing documents to add hypertext
- Outlining and designing a web site
- Using graphics and color to affect the style and tone of a web site
- Copyright on the Internet