writing for online

Jennifer Jahedkar
Texas AgriLife Extension
Extension eLearning
moodlehelp

writing for online

by the end of the session you’ll be able to:

write for online audiences
incorporate space
focus on essentials
writing for online

Users read online in an F-shaped pattern: two horizontal stripes then a vertical stripe.


writing for online

Online audiences need:

- scannable text
- meaningful sub-headings
- bulleted lists
- half the word count
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

Increase readability by using neutral, objective words rather than subjective words.
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

Increase readability by using a scan-friendly layout
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

Increase readability by using 1/2 the number of words

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were:

- Fort Robinson State Park (355,000 visitors)
- Scotts Bluff National Monument (132,166)
- Arbor Lodge State Historical Park & Museum (100,000)
- Carhenge (86,598)
- Stuhr Museum of the Prairie Pioneer (60,002)
- Buffalo Bill Ranch State Historical Park (28,446).

= + 47%

using the same text in a scan-friendly layout
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.

= + 58%

using concise wording with about half the number of words

Increase readability with text that is concise, scannable, and objective
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446). In 1996, six of the most-visited places in Nebraska were:

- Fort Robinson State Park
- Scotts Bluff National Monument
- Arbor Lodge State Historical Park & Museum
- Carhenge
- Stuhr Museum of the Prairie Pioneer
- Buffalo Bill Ranch State Historical Park

\[+ 124\%\]

concise, scannable, and objective
designing courses for online

Overview

Every human pregnancy that goes to full term in North America and other nations industrialized nations has a small risk (about 3.7%) of serious birth defects. This is the same reason that women have an increased chance of developing breast cancer. However, some pregnancies are at higher risk due to a variety of factors. Cytogenetically, it is now possible to correct some of the chromosomal defects in new pregnancies through assisted reproductive technology (ART). These techniques can be used to create a healthy baby from a couple who is at increased risk for genetic defects. This involves the process of removing cells from the parents’ blood or amniotic fluid and creating a test tube baby. The embryos are then screened for genetic defects before they are transferred to the mother’s uterus.

Three Primary Options

- Traditional PACs
- PACs with one or more specific task forces or coalitions
- PACs with Multiple Faculty in Program Area

NOTE: There are more than 1000 genetic diseases that can be inherited in the United States. These diseases can be caused by any combination of genetic and environmental factors. It is estimated that 1 in 33 people are born with a genetic disorder.

NOTE: The National Institutes of Health (NIH) provides funding for research on genetic disorders. The NIH website provides information on genetic disorders and their treatment.

Three Primary Options

- Traditional PACs
- PACs with one or more specific task forces or coalitions
- PACs with Multiple Faculty in Program Area

NOTE: ANR and FCS committees are set up to work together. There are slight differences for CED and significant differences with youth programs.

Three Primary Options

- Traditional PACs
- PACs with one or more specific task forces or coalitions
- PACs with Multiple Faculty in Program Area

NOTE: ANR and FCS committees are set up to work together. There are slight differences for CED and significant differences with youth programs.

Three Primary Options

- Traditional PACs
- PACs with one or more specific task forces or coalitions
- PACs with Multiple Faculty in Program Area

NOTE: ANR and FCS committees are set up to work together. There are slight differences for CED and significant differences with youth programs.
designing courses for online

Don’t be afraid of space
designing courses for online space has a calming effect
designing courses for online

Space
give learners a chance to breathe

an opportunity to rest
time to reflect and digest
new ideas and concepts

LAB Keys to Success

- Active
- Engaged
- Informed
- Good CEA Communication
designing courses for online

Space

allows the learner to focus

promotes clarity rather than confusion
designing courses & writing for online

write text that is concise, scannable & objective
and
incorporate space