Eng Comp 130A. Professional Writing: Digital Writing and Web Literacy

Course Description: Emphasis on writing for digital environments such as websites, blogs, newsletters and social media. Common professional settings for these skills include journalism, political campaigns, Internet marketing, and corporate communication.

- Learning Artifact Blog Posts
- Remix Project
- Group Project
- Final Project
- Participation

Pie chart: 20%, 20%, 20%, 25%, 15%

Course Learning Goals:

Master the creation of digital content primarily for the Internet and World Wide Web.

Organize page-files into logical hierarchies with the greatest ease of use.

Develop content for commercial, organizational, and professional applications.

Understand the unique needs of presenting products, services, and ideas.
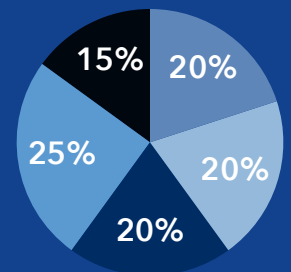
Give special consideration to the use of digital media in political campaigns.

Develop marketing strategies that exploit the possibilities of digital media.

Incorporate the use of various marketing objects and devices as banners and pop-ups.

Create digital media presentations online and for board-room contexts.

Lec 1	**TR 8am-9:50am Haines Hall A76**
Lec 2	**TR 10am-11:50am Haines Hall A76**

Questions about course	**Mary Samuelson marygelsey@ucla.edu**
Enrollment Questions	**Marissa Martinez marissa@humnet.ucla.edu**
More info on Professional Writing Courses	**Janet Goodwin goodwin@humnet.ucla.edu**