

MCM2429 : Editing for the Web

The Editing for the Web course is designed for students to learn the best practices for developing content for the interactive web. In addition to analyzing a wide variety of websites, students will explore blogs, web series, podcasts, and more to learn content-optimization techniques—both in terms of the message and the media—while also learning techniques for incorporating multipage integration. Students will also be introduced to the concepts of usability and user experience and how they guide web content—development strategies.

Credits 4