# Workshop on Web Editing

## Prof. Alessandro Tedesco

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the workshop is to teach students how to move in the multifaceted and complex world of web content production, focusing on publishing techniques and possible Web professions.

At the end of the course, students will be able to design and create web contents autonomously, such as institutional websites, company newsletters, and social media marketing campaigns.

***COURSE CONTENT***

1. *Writing for the web.*

Guidelines – in terms of content organisation, lexis and syntax – for different web writing contexts.

2. *Tools and practical classes*

The theoretical concepts explained during the course will always be supported by practical classes in which students will get the chance to try useful tools and techniques for web content creation and analysis:

– Business newsletters

– Institutional sites/Company blogs

– Social Media Marketing

– SEO – Search Engine Optimisation

– CMS (Wordpress, Joomla)

– Google Analytics

***READING LIST***

Compulsory reading

D. Fortis, *Scrivere per il Web,* Apogeo Education, Maggioli, Santarcangelo di Romagna (RN), 2013.

Recommended reading

P. Castellucci, *Dall’ipertesto al Web.* *Storia culturale dell’informatica,* Laterza, Bari, 2009.

***TEACHING METHOD***

Lectures, exercises to be carried out in class and at home.

***ASSESSMENT METHOD AND CRITERIA***

Written final assessment: multiple choice questions aimed at verifying students’ knowledge of the subject.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

In the event that the health emergency should continue, both teaching activities and any forms of learning monitoring, both in progress and final, will be provided also remotely through our University's BlackBoard platform, the Microsoft Teams platform and any other tools envisaged and notified at the beginning of the course, so as to ensure the full achievement of the formative objectives set out in the study plans and, at the same time, the safety of our students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.