

## Writing for Online Content

### Overview

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In this seminar, participants will learn how to tailor content to various user expectations instead of simply moving printed material to cyberspace. They will also learn the basic principles of editorial style, information mapping, and typography for visually optimized, actionable, and engaging content.

### Objectives

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Individuals completing this course will be able to:

- ◆ Identify the challenges in writing for the Web versus writing for the print medium.
- ◆ Master the differences in writing for scanning versus scrolling.
- ◆ Ascertain the general principles of effective writing.
- ◆ Recognize the basic typographical elements.

### Who Should Attend

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Content publishers, editors, technical writers

### Seminar Outline

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1. Challenges in Writing Online Content vs. Print
2. Inverted Pyramid Writing
3. General Principles of Writing
4. Anatomy of a Typeface
5. Typeface Families
6. Determining Legibility
7. Importance of Line Length

**Human Factors International, Inc.**

410 West Lowe  
PO Box 2020  
Fairfield, IA 52556

800-242-4480  
hfi@humanfactors.com  
www.humanfactors.com