# OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<table>
<thead>
<tr>
<th>Course Code and Number:</th>
<th>CMNS 175</th>
<th>Number of Credits:</th>
<th>3</th>
<th><a href="#">Course credit policy</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Full Title:</td>
<td>Writing for the Internet</td>
<td></td>
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<tr>
<td>Course Short Title:</td>
<td>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</td>
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<tr>
<td>Faculty:</td>
<td>Faculty of Humanities</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Department (or program if no department):</td>
<td>CMNS</td>
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## Calendar Description:
An introduction to the theory and practice of writing professionally for the Internet. Students will study the particular challenges posed by digital communication and explore approaches and technologies that make possible effective communication to a networked audience.

Note: Students will be required to participate in global social media environments.

## Prerequisites (or NONE):
One of the following: C+ or better in English 12, CPT score of 48, or evidence of any test score or course grade listed under the Degree/diploma-level English language proficiency standards in the UFV academic calendar at [www.ufv.ca/calendar/current/General/EnglishProficiency.htm](http://www.ufv.ca/calendar/current/General/EnglishProficiency.htm).

## Typical Structure of Instructional Hours

<table>
<thead>
<tr>
<th>Lecture/seminar hours</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorials/workshops</td>
<td></td>
</tr>
<tr>
<td>Supervised laboratory hours</td>
<td>15</td>
</tr>
<tr>
<td>Experiential (field experience, practicum, internship, etc.)</td>
<td></td>
</tr>
<tr>
<td>Supervised online activities</td>
<td></td>
</tr>
<tr>
<td>Other contact hours:</td>
<td></td>
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</table>

**Total hours:** 45

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

## Grading System
- ☒ Letter Grades
- ☐ Credit/No Credit

## Transfer Credit
- ☐ No ☒ Yes
- Submit outline for (re)articulation:
- ☐ No ☒ Yes (If yes, fill in transfer credit form.)

## Maximum enrolment (for information only): 25

## Expected Frequency of Course Offerings:
- Every semester (Every semester, Fall only, annually, etc.)

## Department / Program Head or Director: Samantha Pattridge

Date approved: January 24, 2020

Faculty Council approval

Date approved: April 28, 2020

Dean/Associate VP: Jaqueline Nolte

Date approved: April 28, 2020

Campus-Wide Consultation (CWC)

Date of posting: June 26, 2020

Undergraduate Education Committee (UEC) approval

Date of meeting: October 2, 2020
Learning Outcomes:
Upon successful completion of this course, students will be able to:
- Explain the communication context and process, particularly as it pertains to electronic communication.
- Analyze the online audience with its distinct characteristics.
- Draft and revise an effective organizational story.
- Critique examples of digital communication formats, including text, motion, sound, non-linear and interactive media in short, medium and long formats.
- Apply the principles of text-audio/visuals interaction in copy writing.
- Apply Search Engine Optimization (SEO) for Internet writing.
- Discuss copyright and ethical issues relevant to digital communication.
- Demonstrate techniques of document design.
- Prepare presentations for the digital environment.

Prior Learning Assessment and Recognition (PLAR)
☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department’s discretion.)
- Lectures
- Demonstrations
- Applied projects
- In-class exercises
- In-class discussion

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (If more space is required, download Supplemental Texts and Resource Materials form.)

<table>
<thead>
<tr>
<th>Author (surname, initials)</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>☐</td>
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<td></td>
</tr>
<tr>
<td>5.</td>
<td>☐</td>
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</table>

Required Additional Supplies and Materials (Software, hardware, tools, specialized clothing, etc.)

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam:</th>
<th>%</th>
<th>Assignments:</th>
<th>65%</th>
<th>Field experience:</th>
<th>%</th>
<th>Portfolio:</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm exam:</td>
<td>%</td>
<td>Project:</td>
<td>25%</td>
<td>Practicum:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
</tr>
<tr>
<td>Quizzes/tests:</td>
<td>10%</td>
<td>Lab work:</td>
<td>%</td>
<td>Shop work:</td>
<td>%</td>
<td>Total:</td>
<td>100%</td>
</tr>
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Details (if necessary):

Typical Course Content and Topics
1. Introduction to communications theory
2. How technology influences writing and publishing
3. Determining purpose and audience for digital communications
4. Evolving digital formats: short format (Twitter, Instagram, Pinterest, etc.), medium format (Facebook, Linkedin, etc.) and long format (Blogpost, website, digital publication, periodicals)
5. Writing and revising material for electronic distribution
6. Layout and page design for electronic documents
7. Incorporating graphics and visual information
8. Ethics and communications technology: intellectual property and copyright
9. Research — and documenting research — in online environments
10. Using technology to supplement and enhance public presentations