

Writing for the Web Workshop

Thursday 9 May 2019, MAV offices, Melbourne

Overview

This training provides a thorough grounding in writing content for publication online. It includes techniques for making content easier to find, use and read. Participants will consider the ways content is viewed on multiple devices, by a wide range of audiences, including people with disabilities.

The approach is consistent with two standards endorsed by the Victorian Government:

- Australian Government Content Guide and Content Strategy Guide
- Web Content Accessibility Guidelines 2.

Learning outcomes

Participants who attend the workshop can expect to:

- Understand the ways people read and behave online, including people with disabilities
- Appreciate the importance of labelling and describing content clearly to make it more findable to users, not just search engines
- Be familiar with techniques to help organise and design content for display on different screen sizes, including mobile devices
- Know how to use writing techniques to make content more readable
- Be aware of the Web Content Accessibility Guidelines 2.1 and Australian law and policy related to content accessibility.

Target audience

This training is designed for people who write, edit or review content for their organisation's website, intranet or blog.

Course content

Learn design and writing techniques to help you bring your content to life and engage your readers.

Time	Module
9.00am	Understanding users' online reading behaviour
9.45am	Publishing useful content
10.30am	Break
10.45am	Making content findable
11:45am	Designing 'scannable' content
1.00pm	Lunch break
1.30pm	Writing readable content
2.45pm	Break
3.00pm	Creating accessible content
4.00pm	Wrap up and finish

Training materials

- **iPads:** Participants are provided with an iPad (one per pair of participants), pre-loaded with the course presentation material.
- **Printed notes:** including checklists, links to useful tools, and references
- **Electronic materials:** PDF of presentation slides (for personal use only)
- **Support materials:** website providing a range of articles and resources to support people who've attended our training.

Cost

The cost to attend this training session is \$490 (inc gst).

Facilitator

The training is facilitated by Dey Alexander. Dey has been working on website projects since 1993. Her experience in the digital space includes work in:

- Information architecture
- Content strategy
- Writing and editing
- Usability and user experience design
- Accessibility (she was co-founder of the Web Accessibility Network for Australian Universities).

Dey now has 13 years' experience as a digital content consultant, working with a range of government, corporate and not-for-profit organisations.

She partners with Vision Australia to deliver training as part of their public education program on digital accessibility.

Dey is a member of the:

- Information Architecture Institute
- Computer-Human Interaction Special Interest Group of the Human Factors and Ergonomics Society of Australia
- Plain Language Association International.