

*A DWC Workshop*  
**Writing for the Web:  
Pedagogical and Professional Considerations**

Heidi McKee, November 6, 2009

### **I. Professional Web Sites**

When creating a professional web site (highly recommended for those on the job market), you will want to consider including the following: personal/introductory statement, cv (in pdf), teaching philosophy, research statement, links to articles/reviews you've published, links to course syllabi (taught), and chart (in pdf) of teaching evaluations. (Also be sure to Google and Facebook search yourself to make sure nothing inappropriate comes up—and if it does, including photos, consider asking friends to take media down etc.)

Sample academics' sites in Rhetoric & Composition

Cheryl Ball <http://www.ceball.com>

Danielle Nicole DeVoss <https://www.msu.edu/~devosdda>

Amy Kimme Hea <http://www.u.arizona.edu/~kimmehea>

Heidi McKee <http://www.users.muohio.edu/mckeeha>

Jason Palmeri <http://jasonpalmeri.com>

Margaret Price <http://www.spelman.edu/~mprice2>

Sample academics' sites in other fields of English Studies

Eric Goodman <http://www.erickgoodman.com> (a writing portfolio)

Laura Mandell <http://www.users.muohio.edu/mandellc>

### **II. Course Web Sites**

No matter how you create your site (WordPress, iWeb, Dreamweaver, etc.) having your course syllabus online is beneficial for a number of reasons: (1) students can access it from anywhere they are with an internet connection (even with their mobile devices); (2) you can continually update and revise the schedule; (3) you can provide more robust course resources through linking, embedding other media (such as YouTube videos), etc.

Here are links to the two most recent courses I've taught—one made in WordPress, one using Dreamweaver:

<http://www.users.muohio.edu/mckeeha/english481-09>

<http://english22409.wordpress.com>

### **III. Student Web Sites (first-year composition)**

An effective web authoring assignment is to have students remediate a traditional essay into a web site. As a first-year course focused on writing and rhetoric and not web site design, the sites students make may not be as sharp in terms of design, but the process of composing the site still immerses them in important considerations of audience, purpose, context, genre etc. In terms of designing the assignment, issues the instructor needs to consider (in addition to all the issues considered for any writing assignment) are students' varying technological abilities and students' access to web authoring technologies. Assessment is also an issue and below is a list

Sample student sites from English 111, Fall 2006

[http://unixgen.muohio.edu/~eng111\\_06oc/web\\_sites](http://unixgen.muohio.edu/~eng111_06oc/web_sites)

## **IV. Technologies for Web Site Authoring**

### **A. Online sites for making web pages**

Blogging sites such as Blogger and Wordpress.com can be used to make web sites (although their “feel” still tends to be more bloggish).

There are also online Web authoring sites that are free and that enable users to make web sites. Thanks to tips from workshop attendees, here are some other sites that instructors have used with 111 students.

Weebly <http://www.weebly.com>

Google Sites <http://sites.google.com>

Webs <http://www.webs.com>

### **B. Web authoring software for making web pages**

There are a lot of web authoring software packages out there. On Macs, iWeb, which is part of the iLife suite, works well, although a bit template driven. The program I prefer to use is Dreamweaver. It is probably the most robust web authoring software available and it has made more complicated issues like CSS very easy to learn and use. Dreamweaver is available for a free 30-day download (although you may only download it once a year), and that’s how I have first-year writing students work with it. You can download it from the Adobe site:

<http://www.adobe.com/downloads/>

If people are interested, the DWC can put on Dreamweaver workshops in the spring. In addition, Miami libraries hosts Dreamweaver workshops as well:

<http://www.lib.muohio.edu/workshops>

### **C. Web servers and actually getting pages on the Web**

To be viewed on the Web, a web page created using software on a computer must be hosted on a server. There are services such as GoDaddy where you can buy a domain name and server space, but all students and faculty at Miami also can host web pages on the Miami server using their M drive /UDS account. Directions for setting up your Web account (which once you set it up is good for the rest of your time at Miami) are available at online IT Help. You can access that by logging into the MyMiami page, then clicking the IT help radial button on the right side, and searching for “Publishing web pages using your Universal Disk Space.”

## **V. Resources for Web Authoring**

Books available online in the Safari Database at the Miami Library site. Make sure you’re logged in so you can see the full book.

*Visual Quickstart Guide: Dreamweaver CS4* (Tom Negrino, Dori Smith)

*The Non-Designer’s Web Book* (Robin Williams, John Tollett)

*Web Design Workshop* (Robin Williams, John Tollett, Dave Rohr)

*The Non-Designer’s Design Book*, 3<sup>rd</sup> ed. (Robin Williams)

Web resources (a tiny sampling of the tons of sources out there!)

<http://www.w3schools.com>

<http://www.w3.org>

<http://www.webmonkey.com>