

writing for the web  
exercises

Digital Library Seminar Series  
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# w r i t i n g   f o r   t h e   w e b

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## Exercise 1

## Group 1

- Place page about three feet from your eyes.

**What areas of the page do you see?**

- Now, allow your eyes to relax.

**What areas of the page do you see now?  
Are the functional areas of the site obvious at this level?**

**Exercise 2: Be succinct**

**Group 1**

- Eliminate half the words in the text. Be merciless!
- Read through your results, and eliminate even more words.

**What is LITA?**

The Library and Information Technology Association is the leading organization reaching out across types of libraries to provide education and services for a broad membership. The membership includes new professionals, systems librarians, library administrators, library schools, vendors and anyone else interested in leading edge technology and applications for librarians and information providers. Programs are offered for everyone from absolute beginners to hi-tech professionals. Continuing education is provided through workshops, institutes, and an annual National Forum. Guidelines offering practical experience with various technologies are published regularly. The Information Technology and Libraries journal provides peer reviewed articles assuring the quality of this member benefit. Through LITA's Web presence you will discover a variety of services addressing trends and practical applications.

[118 words]

**Rewrite:**

**Exercise 3: Be direct**

**Group 1**

- Rewrite using active voice, plain language, and minimal jargon.
- Remember to eliminate wordiness!

**MORNINGSIDE HEIGHTS CAMPUS**

The Morningside Heights campus houses the three undergraduate schools—Columbia College, the Fu Foundation School of Engineering and Applied Science, and the School of General Studies—as well as graduate and professional schools for architecture, art, arts and sciences, business, international affairs, journalism, law, and social work. The School of Continuing Education is also on the Morningside Heights campus.

The Visitors Center, located in room 213 of Low Library, welcomes more than 45,000 visitors each year and serves as a central location for prospective students and visitors seeking general information about Columbia University.

Information sessions and campus tours for prospective undergraduate students of Columbia College and The Fu Foundation School of Engineering and Applied Science are typically offered Monday through Friday. Weekday sessions are scheduled at 10:00 a.m. and 2:00 p.m. and are followed by tours at 11:00 a.m. and 3:00 p.m. Though Saturday morning sessions and tours are offered, dates vary throughout the year. For the most up-to-date schedule, see [Visiting Columbia](#).

[163 words]

**Rewrite 1:**

**Exercise 4: Be structured**

**Group 1**

- Add titles and bulleted lists to your new paragraph
- Where else would you improve this document?

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[163 words]

**Rewrite 2:**