

writing for the web
exercises

Digital Library Seminar Series
November 3, 2006

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w r i t i n g f o r t h e w e b

Exercise 1

Group 2

- 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 2

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

Application Process

First, complete the Free Application for Federal Student Aid (FAFSA): There are two ways to complete the application: paper application and online. The paper application is available at your local high school or university. Using the online application is preferred because it yields quicker results and contains features that result in fewer errors in your application. The online FAFSA can be completed on the Department of Education Website.

The address that you fill out on your FAFSA will not update your master record with the College. Make sure that your permanent and mailing addresses on record at the College are correct. If you need to change your permanent or mailing address, you may do so at any campus Admissions Office.

Next, your results will be returned to you in the form of a Student Aid Report (SAR). Read the SAR carefully and contact a campus financial aid office if there are any errors that need correction.

A request for any additional documents will be mailed to you after the College receives the electronic record of your application. Processing of your award may take three to five weeks after we have received your accurate application record and all other documentation.

[199 words]

Rewrite:

Exercise 3: Be direct

Group 2

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

MORNINGSIDE HEIGHTS CAMPUS

A campus tour for all others—prospective graduate students, School of General Studies students, tourists, and new employees—is available weekdays at 11:00 a.m. and 2:00 p.m. A special campus tour for students at middle schools can be arranged by calling the Visitors Center.

The School of General Studies (GS), an undergraduate college for nontraditional and returning students who have had a break of one year or more in their education, also offers a campus tour followed by an information session for which reservations are required. Please see [GS Campus Visits](#) for a schedule.

Reservations for tours offered through the Visitors Center are only required for groups of ten or more. Tours in languages other than English are also available upon request. The Visitors Center is open from 9:00 a.m. to 5:00 p.m., Monday through Friday, except on major holidays. Please call (212) 854-4900 to make reservations for groups tours or for additional information.

[154 words]

Rewrite 1:

Exercise 4: Be structured

Group 2

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

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[154 words]

Rewrite 2: