

writing for the web
exercises

Digital Library Seminar Series
November 3, 2006

Joanna DiPasquale
Libraries Digital Program Division

Exercise 1

Group 3

- 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 3

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

The Trove

A very important dream recently became a reality at the Library. We have just completed construction on a new kind of Children's Library - named The Trove.

The Trove, defined as "a collection of valuable items discovered or found," is our new name to convey that experience in every sense. It is precisely what the Library wants to be for our children - a fun, exciting place where they can discover just about anything.

The Trove opened October 23, 2005, and now provides an enticing, multi-media, multi-sensory learning experience that combines the traditional library with the feel of a bookstore and the stimulation of a children's museum. It serves as a model in the tri-state area.

With these enhanced facilities, we will increase early childhood learning opportunities for children and families, enable more community partnerships and ultimately, ensure greater success for boys and girls throughout the community.

[147 words]

Rewrite:

Exercise 3: Be direct

Group 3

- 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 3

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

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[163 words]

Rewrite 2: