

writing for the web
exercises

Digital Library Seminar Series
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Exercise 1

Group 4

- 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 4

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

Giving Opportunities

The library welcomes contributions and gifts of books and other materials that will enhance the strength of its collections. Of particular interest are scholarly or rare items with research value that are in good physical condition.

Gifts to support the Libraries' general acquisitions or for the purchase of materials in a particular subject field are greatly appreciated. Please take a moment to review the following information for different opportunities available to help us build collections, expand electronic information resources, and enhance instructional services. For information on making contributions to the Library Book Endowment or to establish a restricted endowment, please call us at 212.xxx.xxxx. Naming opportunities and planned giving options are also available.

[113 words]

Rewrite:

Exercise 3: Be direct

Group 4

- 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 4

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

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[154 words]

Rewrite 2: