MART 392 Content Strategy and UX Writing

MART 392 CONTENT STRATEGY AND UX WRITING

Introduction to the essentials of content strategy and user experience (UX) writing. This class teaches the basics of information architecture, writing for user interfaces, and content management using industry-standard tools such as docs, spreadsheets, design software, and presentation slides. Practical application of skills learned to develop content for user interfaces are also covered. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 32-36 TBA; 64-72 Homework

Transfer Credit: CSU, UC