

PASS CASE STUDY GUIDANCE

Notes on writing case studies

Elements of your case study may feature on our website. So that we can keep as much of your original text untouched, you may choose to produce it in as final a form as possible. In this case, you need to consider some elements of web writing which will make your case study easier to read and understand in this format.

The following notes are taken from various online writing resources, particularly Jakob Nielsen's Uselt.com.

Writing for the web is very different from writing for print.

- 79% of users scan the page instead of reading word-for-word
- Reading from computer screens is 25% slower than from paper
- Web content should have 50% of the word count of its paper equivalent

Be yourself. Write conversationally. Try writing the same way you speak to a friend - you'll end up being more concise, clearer, and more engaging.

Use simple sentence structures. Convoluting writing and complex words are even harder to understand online. Avoid passive constructions. Don't use six words where two will do.

Write short, tight paragraphs. When you've drafted and amended your first attempt, go back and edit so your text says what you want using the fewest words possible i.e. without changing the original meaning. It's not as easy as it sounds.

Chunk the information into bite-sized bits. This one's really important when writing for the web. People don't read - they skim. Nobody likes to scroll through a long narrative looking for the 'good stuff', and the web editors will almost certainly break your text into bits if you don't.

Be concise. Aim to strike a balance between keeping useful information and making the text easy and fast to read on screen.

Don't use individuals' names. Our aim is to communicate the lessons learned by the school / college, not to expose any individuals online where they may receive unwanted attention. Please remove all obvious identities unless otherwise agreed.

W3 Insights Directors.

