# Foundations of UX Writing Course Syllabus

This one-day hands-on course explores how words shape digital experiences. Unlike marketing copy or content strategy, UX writing focuses on clarity, usability, and guiding users through tasks with confidence. In this session, you'll learn how to structure content using design thinking, craft purposeful microcopy, support brand voice, and write inclusively for all users. Through real-world examples and collaborative exercises, you'll discover the power of language in design—and how the right words can make or break an experience.

## How UX writing differs from other writing
- How it differs from content strategy and marketing copywriting
- Why UX writing matters for usability and experience

## Using design thinking to discover content and structure
- Mindmapping
- Discovering themes and information hierarchies
- Converting content into an outline

## The power of writing in UX design
- Writers important role in determining visual design
- Successes and failures in writing for interactive products

## Supporting your brand
- Supporting your brand's personality through voice
- Building trust with clear and consistent communication

## Defining tone
- Adapting tone for different contexts
- How does tone change based on the situation or scenario
- Softer in error messages, more upbeat in success screens

## Microcopy that matters
- Writing clear, helpful buttons, tooltips, and error messages
- Best practices for forms, field labels, confirmations, etc.
- Hands-on: rewrite poor microcopy examples

## How to improve microcopy
- Stating exactly what the user needs to know
- Text for guiding next steps
- Eliminating redundancy in text
- Test to see what confuses or delights users

## Inclusive and accessible UX writing

- Writing for diverse audiences
- Avoiding jargon, bias, and exclusion
- Writing with screen readers in mind

## How the brain plays a role

- Addressing cognitive overload
- Where users look first
- Research and studies on how users read on the screen

## Style guides & content governance

- Establishing and using voice/tone guidelines
- Managing consistency with a UX writing style guide
- Collaborating with design and dev teams

## Testing & iteration

- How to test voice/tone and microcopy (a/b testing, usability tests)
- Iterating based on feedback and analytics