

# Science Writing for Microbiologists- Sample Syllabus

## Week 1

**Theme:** How to Write for the Web

1. Content strategy, defined
2. Choosing your story/lede
3. Brainstorming (think-pair-share)
4. Structuring your content (developing an outline)
  - a. How people access content and read on the web
  - b. Tips/techniques

## Week 2

**Theme:** Anatomy of a Good Web Article

1. Common pitfalls and how to avoid them
2. Strategies for fleshing out an article

## Week 3

**Theme:** From Outline to Draft

1. How to edit
  - a. How to give constructive feedback
  - b. How editing makes you a better writer
2. Set up process for getting published on asm.org
  - a. 2-step editorial process from draft to final publication
  - b. Other outlets/opportunities

## Week 4

**Theme:** Structuring content for the web

1. Multi-media aspect
  - a. Images
  - b. SEO
  - c. Headings
2. Calls to action

## Week 5

**Theme:** Finishing and publishing

1. Group share of (semi-)complete drafts.
  - a. Provide feedback
  - b. Minimal edits?