**Media
University**

AMU 101

Designing and Delivering Content for the Web

February 25, 2015

Anything You Can Do, I Can Do (Better?)

Advantageous Features of Print Are Being Emulated Online

Respondents Report That Print Offers Crucial Functionality

But Today's Online Content (With Proper Design) Can, Too

...to Annotate
"I can easily annotate passages, then save them in an actionable folder."

- Platforms like medium.com allow for on-page annotation of content
- Social bookmarking sites like Delicious offer easy cataloguing and saving features

...to Share
"I can share them with my staff."

- Social sharing icons make the process seamless and personalized
- Organization can, to some degree, control the sharing process—and measure it

...to Know What's Important
"I'm a spatial reference person. I find needed items by how deep they are in the stack, how far into the book/page."

- Thoughtful design can control how users perceive priority/weight of content
- 'Most read' or 'most commented' sidebars, 'above the fold' placement are effective signals

...to Gain Depth, Perspective
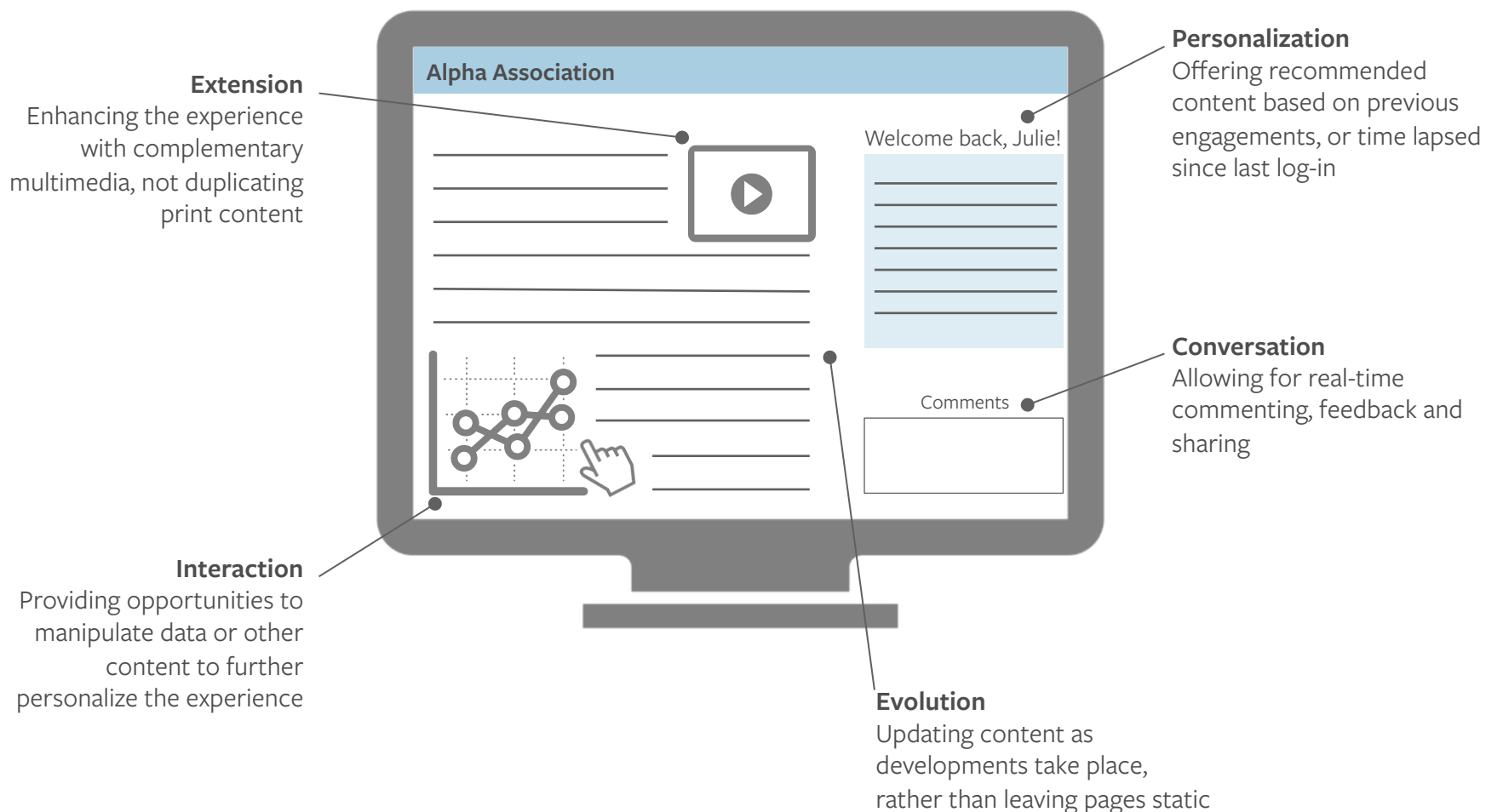*"Print is often more reflective, puts events in a deeper context, and has better analysis."*

- Multimedia tools (video, audio, images, charts) offer nearly limitless opportunity for building and layering a complex narrative

...And Online Content Has a Few More Tricks Up Its Sleeve

Fully Exploiting the Advantages of Online Over Print Means Catering to its Dynamic Nature

Alpha Association

Extension
Enhancing the experience with complementary multimedia, not duplicating print content

Welcome back, Julie!

Personalization
Offering recommended content based on previous engagements, or time lapsed since last log-in

Conversation
Allowing for real-time commenting, feedback and sharing

Comments

Interaction
Providing opportunities to manipulate data or other content to further personalize the experience

Evolution
Updating content as developments take place, rather than leaving pages static

Source: Images from the Noun Project, National Journal Communications Council research and analysis.

A Compromised Production Process When Print is the Priority

Typical Resulting Content and Navigation Structure Attempt to Duplicate the Print Experience

| 1. Produce Content	2. Transfer to Web	3. Recreate Visual Elements	4. Make Discoverable

- Content is written for magazine or newsletter print edition

- Article headline, text is recreated in appropriate section of website

- Visuals (if any) are converted to web-friendly versions and embedded into article

- Content is archived and linked to by edition or date (with little to no explanation of contents within)
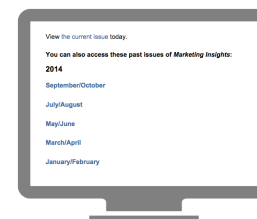
OR...

- PDF version of finished publication is uploaded to online document sharing service

How The Atlantic Has Approached the Print-Digital Divide

Earliest Online Presence Branded Itself as a Complement to Print Edition

TheAtlantic.com Homepage, circa 1997...

...and a Sampling of its Web-Only Features

An 'Interactive Column'

A Discussion Board

Chasing Interactivity, Dialogue—Even in the Earliest Frontiers of the Web

"Yet *Atlantic Unbound* is not *The Atlantic Monthly*. It is an offspring of the magazine, an experimental—but far from tentative—venture into a new medium. Our goal is to make *Atlantic Unbound* **a vibrant and enthusiastically interactive accompaniment to the magazine**. This venture began in November of 1993, when *The Atlantic* appeared on America Online as one of the first magazines to publish a digital, interactive edition. In November of 1995 we launched this Web site, and *Atlantic Unbound* was born. Since then we've departed from AOL in order to pour all of our creative energy and resources into developing something unique on the Web—**a thriving online community engaged in dialogue** with a magazine that has been a fixture of the American cultural landscape for 140 years."