

Table 2.1 Elements of Authors' Craft and Genre Study (p. 17 from Hicks' Crafting Digital Writing)

Narrative Texts	Informational Texts	Argumentative Texts
<p>Story Elements</p> <ul style="list-style-type: none"> <li>• Point of view</li> <li>• Character</li> <li>• Narrator</li> <li>• Setting/scene</li> <li>• Dialogue</li> </ul> <p>Plot Sequence</p> <ul style="list-style-type: none"> <li>• Flashback/forward</li> <li>• Exposition</li> <li>• Conflict</li> <li>• Rising action</li> <li>• Climax</li> <li>• Falling action</li> <li>• Denouement</li> </ul> <p>Literary Devices</p> <ul style="list-style-type: none"> <li>• Imagery</li> <li>• Symbolism</li> <li>• Personification</li> <li>• Simile/metaphor</li> <li>• Onomatopoeia</li> </ul>	<p>General Format</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Subheading/sections</li> <li>• Conclusion</li> </ul> <p>Organizational Patterns</p> <ul style="list-style-type: none"> <li>• Chronological</li> <li>• Problem/solution</li> <li>• Compare/contrast</li> <li>• Cause/effect</li> <li>• Pro/con</li> </ul> <p>Details and Examples</p> <ul style="list-style-type: none"> <li>• Relevant facts</li> <li>• Extended definitions</li> <li>• Quotations or examples</li> <li>• Domain-specific vocab</li> <li>• Illustrations or graphics</li> </ul>	<p>Introduction</p> <p>Claim</p> <p>Evidence</p> <ul style="list-style-type: none"> <li>• General knowledge</li> <li>• Historical facts</li> <li>• Quotations</li> <li>• Statistical data</li> <li>• Quotes from experts</li> <li>• Surveys</li> <li>• Primary source documents</li> <li>• Photos</li> <li>• Video clips</li> <li>• Journalistic media</li> <li>• Wikipedia warrant</li> <li>• Reasoning for evidence</li> </ul> <p>Rebuttal and Counterargument</p> <ul style="list-style-type: none"> <li>• Acknowledging limitations</li> </ul> <p>Conclusion</p>
Writing Strategies	Other Craft Strategies	Crafting Visuals
<p>General Features</p> <ul style="list-style-type: none"> <li>• Titles</li> <li>• Sentence and paragraph formats</li> <li>• Employing transitions</li> </ul> <p>Parts of Speech</p> <ul style="list-style-type: none"> <li>• Active verbs</li> <li>• Specific nouns</li> <li>• Conjunctions</li> </ul> <p>Grammar and Usage</p> <ul style="list-style-type: none"> <li>• Using punctuation for effect</li> <li>• Active vs. passive</li> </ul>	<ul style="list-style-type: none"> <li>• Repetition or 'recurring lines'</li> <li>• Creating a 'hot spot'</li> <li>• Getting playful with puns, idioms, allusions</li> <li>• Playing with time</li> <li>• Binoculars</li> <li>• Thoughtshots</li> <li>• Snapshots</li> <li>• Digging potatoes</li> </ul>	<p>Types</p> <ul style="list-style-type: none"> <li>• Diagrams</li> <li>• Maps</li> <li>• Graphs</li> <li>• Illustrations</li> </ul> <p>Features</p> <ul style="list-style-type: none"> <li>• Perspective</li> <li>• Background</li> <li>• Movement</li> <li>• Details</li> <li>• Light/dark</li> <li>• Size and shape</li> <li>• Exaggerated features</li> <li>• Color and tone</li> </ul>

Table 2.2 Additional Elements of Author’s Craft in Digital Writing (p. 22 in Hicks’ Crafting Digital Writing

<b>Website Design</b>	<b>Audio</b>
<p>Typography</p> <ul style="list-style-type: none"> <li>• Serif and sans serif fonts</li> <li>• Font size and orientation</li> <li>• Kerning (distance between letters)</li> </ul> <p>Layout/Organization</p> <ul style="list-style-type: none"> <li>• Parent and child pages</li> <li>• Links (internal and external)</li> </ul> <p>Colors</p> <ul style="list-style-type: none"> <li>• Primary and complementary</li> <li>• Hot vs. cool</li> </ul> <p>Overall User Experience</p>	<p>Actual Sounds</p> <ul style="list-style-type: none"> <li>• Character’s voices</li> <li>• Noises from within the story</li> <li>• Music from within the story, either played on an instrument or from a radio/device</li> </ul> <p>Commentary/Additional Sounds</p> <ul style="list-style-type: none"> <li>• Narrator or “voice of God”</li> <li>• Sounds added for effect</li> <li>• Music added for effect</li> </ul>
<b>Presentations</b>	<b>Video</b>
<p>Slide Design and Layout</p> <ul style="list-style-type: none"> <li>• Lines</li> <li>• Shape</li> <li>• Color</li> <li>• Texture</li> <li>• Space</li> <li>• Transitions and animations</li> </ul> <p>Information Graphics</p> <ul style="list-style-type: none"> <li>• Data</li> <li>• Symbols</li> <li>• Key</li> <li>• Data visualization</li> </ul> <p>Additional Images</p> <ul style="list-style-type: none"> <li>• Size</li> <li>• Orientation</li> <li>• Watermarks</li> </ul>	<p>Cinematic Techniques</p> <ul style="list-style-type: none"> <li>• Camera angle</li> <li>• Cuts/transitions</li> <li>• Focus (near, mid, far)</li> <li>• Framing</li> <li>• Gaze</li> <li>• Establishing shot</li> <li>• Pan</li> <li>• Zoom</li> </ul> <p>Documentary Techniques</p> <ul style="list-style-type: none"> <li>• Voice-over</li> <li>• Interviews</li> <li>• Archival footage</li> <li>• Reconstructions</li> <li>• Montage</li> <li>• Exposition</li> </ul>