

ENG100 | Writing for Success

Course Texts

There is no required text for this course.

Course Description

This course empowers learners to become confident, versatile writers in our digital age. Students explore how writing shapes communication across contexts, audiences, and purposes while developing essential skills for academic, professional, and personal success. The course emphasizes the writing process from initial planning through revision, with special attention to finding one's authentic voice and adapting tone and style for different situations. Students will also learn to harness AI tools as collaborative writing partners while maintaining their unique perspectives and critical thinking skills. The course culminates in a portfolio Capstone that will empower learners with practical tools, increased confidence, and a clear understanding of how effective writing can advance their personal and career goals.

Learning Outcomes

After completing this course, students will be able to:

1. Identify purpose, audience, and context in a variety of personal, academic, and professional writing situations
2. Apply appropriate tone, structure, and format when writing across digital platforms such as emails, messages, and online posts
3. Organize and develop ideas clearly using prewriting strategies, outlines, and basic paragraph structures
4. Adjust voice and style to suit different writing goals, including persuasive, informative, and reflective communication
5. Use digital tools (including AI) responsibly to enhance clarity, tone, and style in written work
6. Revise and edit written work for clarity, grammar, and cohesion
7. Create short, real-world writing artifacts that reflect authentic communication tasks
8. Write clearly and confidently to self-advocate, including requesting feedback, support, or resources in academic or professional settings
9. Reflect on personal growth as a writer, identifying useful strategies and transferable skills for future communication

Course Prerequisites

There are no prerequisites to take Developmental Writing.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript.

Course Completion Policy

In order for a course to be considered complete, **all required coursework must be attempted, submitted, and graded.** Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

Benchmarks

Benchmarks test your mastery of course concepts. You have 3 attempts, and your highest score counts.

Note: Cumulative Benchmarks (final exams) only allow 1 attempt.

Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

Checkpoints

Checkpoints are quick knowledge checks on important course concepts. All are open-book, and most have 1-3 attempts.

AI Use-Case Policies

StraighterLine Capstone assessments operate under one of three AI Use-Case Policies. These designations are selected intentionally to support learners in developing digital literacy, ethical reasoning, and authentic communication skills. Each model requires students to engage meaningfully with the course outcomes while adhering to academic standards.

Independent Work Requirement: Capstones with this designation must be completed independently without using AI tools. The goal is for learners to showcase their own understanding and skills without AI assistance. Students are expected to generate and submit original work developed solely through their own reasoning and effort.

AI-Assisted Planning Option: Capstones with this designation may allow AI tools to support brainstorming and assessment planning. If allowed, students will be asked to document any AI assistance by noting how it informed their work. Documentation must be included within the assignment or in a designated reflection field. Examples include describing how an AI tool helped organize an outline, generate ideas, or surface sources for further exploration.

AI-Integration Requirement: Capstones with this designation require AI tools as part of the learning process. Students will be asked to reflect upon their AI interactions and AI contributions to the assessment. Reflections must include which tools were used, how they were used, and what insights students gained from the process. This promotes transparency, ethical use, and metacognitive skill-building.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is 70% or higher.

There are a total of 1000 points in the course:

Assessment	Points	Learning Outcomes
Checkpoint 1: Why We Write: Contexts, Audiences, and Purposes	10	1, 4
Checkpoint 2: Writing in the Digital Age	10	4, 5
Checkpoint 3: Planning & Organizing Writing Ideas	10	2, 3, 7
Capstone 1: My Writing/My Why	220	3, 4, 9
Checkpoint 4: Writing Voice, Tone, and Style	10	2, 4, 5, 8
Checkpoint 5: Writing is Rewriting	10	3, 6, 9
Checkpoint 6: Real World & Multimodal Writing	10	2, 5, 6
Capstone 2: AI-Assisted Strategic Writing	320	1, 2, 4, 5, 7
Checkpoint 7: Writing for Advocacy and Persuasion	10	2, 4, 8
Checkpoint 8: Writing Confidence and Transferable Skills	10	2, 4, 8
Capstone 3: My Writing Legacy	380	3, 4, 5, 7, 8, 9
Total	1000	

Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

Checkpoint 1: Why We Write: Contexts, Audiences, and Purposes • Writing is Everywhere • Know Your Audience • Purpose Drives Everything
Checkpoint 2: Writing in the Digital Age • Digital Writing Fundamentals • Platform Specific Writing • Writing with AI Tools
Checkpoint 3: Planning & Organizing Writing Ideas

- Pre-Writing Strategies
- Building Strong Structures
- Staying Focused

Checkpoint 4: Writing Voice, Tone, and Style

- Finding Your Voice
- Mastering Tone
- Style and AI Collaboration

Checkpoint 5: Writing is Rewriting

- The Revision Process
- Editing Line-by-Line
- Proofreading Strategies

Checkpoint 6: Real-World & Multimodal Writing

- Workplace Writing
- Multimodal Writing
- Creative Applications

Checkpoint 7: Writing for Advocacy and Persuasion

- Professional Requests and Networking
- Personal Advocacy Writing
- Persuasive Communication Strategies

Checkpoint 8: Writing Confidence and Transferable Skills

- Reflecting on Growth
- Transfer Skills
- Building Your Writing Future

Related Courses

MAT099

Introductory Algebra

[View Course →](#)

BIO101

Introduction to Biology

[View Course →](#)

COM101

Introduction to
Communications

[View Course →](#)