**Web Publishing I: html/css**
JOUR 4500/6500 - 001
Spring 2017
Meeman 208
1:00 to 2:25 p.m., TR

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## COURSE REQUIREMENTS

### CATALOG DESCRIPTION
Introduction of web design software of Dreamweaver; development of website projects; incorporation of target audience analysis and web usability; presentation of website projects from servers.

### PREREQUISITE:
JOUR3900

### TEXTBOOKS:
Required:
*Learning Web Design, 4th Edition: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*, Jennifer Niederst Robbins. Published by O'Reilly Media
Print ISBN:
   978-1-4493-1927-4| ISBN 10:1-4493-1927-0
Ebook ISBN:
   978-1-4493-3753-7| ISBN 10:1-4493-3753-8

Recommended:
*Don't Make Me Think: A Common Sense Approach to Web Usability* (2000). Steve Krug. Published by New Riders.

### COURSE REQUIREMENTS:
1. Activated UM Drive Account
2. Jump Drive (also called Thumb Drive) (1 GB capacity)
3. Free CodePen account: http://codepen.io
4. Atom text editor: https://atom.io/

**GRADING:**
1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.
3. Grade Distribution for Undergraduate Students:
   a. attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, missing three without excuses will earn 4 points, missing four without excuses will earn 2 points, missing five and above will earn 0 points); Note: excused absences may be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Only within one week frame of absence, i.e. seven days from the absent date, can the excused absences be granted. After seven days, no consideration of excused absences will be taken. Emails and telephone calls don't count as excuses even though they are considered as nice reminders for the professor.
   b. Quizzes: 10%
   c. Portfolio contribution and group project: you must select one of your best mini website projects (you may choose more than one project, but the minimum is one) and your final project, and add them to your online portfolio created on WordPress; one group project is done in class; 5%
   d. Multiple in-class web exercises at the end of lectures: 10%;
   e. Written assignments (one web critique, 3 chapter reading summaries and one project proposal draft): 10%
   f. mini-projects (mini-project1, mini-project2, mini-project3): 30%
   g. final project 25% (finalized proposal 2.5%; presentation 2.5%; project 20%).
4. Grade Distribution for Graduate Students:
   a. attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, missing three without excuses will earn 4 points, missing four without excuses will earn 2 points, missing five and above will earn 0 points); Note: excused absences may be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Only within one week frame of absence, i.e. seven days from the absent date, can the excused absences be granted. After seven days, no consideration of excused absences will be taken. Emails and telephone calls don't count as excuses even though they are considered as nice reminders for the professor.
   b. Quizzes: 10%
   c. 1000-word essay on the web related topic (Please consult with the professor for the topic) and group project: 5%
   d. Multiple in-class web exercises at the end of lectures: 10%;
   e. Written assignments (one tech essay, one web critique, one project proposal draft): 10%
   f. mini-projects (mini-project1, mini-project2, mini-project3): 30%
   g. final project 25% (finalized proposal 2.5%; presentation 2.5%; project 20%).

**Class Schedule**
*(Note: The Syllabus is subject to changes any time throughout the semester. Please log in on elearn.memphis.edu for the detailed and timely adjustments of the class schedule.)*

**All the assignments are due at the same week Friday midnight except the final project!**
**All the Wes (Web Exercises) are due at the end of the class.**
All projects are mandatory and must meet deadline specified when assigned. Late work (when excused), within two days of deadline, will earn half credit only.

Week 1 (Jan 17 & Jan 19) syllabus, flash drive & folder copying, intro to html (Chapter 4) (Assign tech essay)
Week 2 (Jan 24 & Jan 26) sizing, GIF & JPEG optimization (Chapters 21 and 22) & paragraphs, headings, lists, block and inline elements (Chapter 5) WE1 on sizing and optimization
Week 3 (Jan 31 & Feb 2) PNG optimization (Chapters 21 and 22), name logos & add links (Chapter 6) WE2 on name logo
Week 4 (Feb 7 & Feb 9) uploading projects to servers (UMDRIVE) &Add Images (Chapter 7) (Assign MiniProject1) WE3 on uploading phase1 folder to UMDRIVE
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Week 5 (Feb 14 & Feb 16) Header Design & Sectioning elements (Chapter 5, w3school hands-on, 12-min tutorial) WE4 on header design
Week 6 (Feb 21 & Feb 23) Color Choice (Chapter 13) & CSS basics (powerpoint presentation) (Chapter 11 Big Concepts, Chapter 14 Box Models)
(Assign web critique)
Week 7 (Feb 28 & March 2) Design Principles (C.R.A.P) & CSS fundamentals (Chapter 15 Positioning) WE5 on uploading phase 2 folder to UMDRIVE
(Assign Miniproject2)
Week 8 (March 7 & March 9) Spring Break
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Week 9 (March 14 & March 16) Page layout with CSS (Chapter 16), CSS Box model (Chapter 14), Navigation bar development using unordered list
Week 10 (March 21 & March 23) Eight-episode Tutorials on floating & left margin technique
(Assign Group Project) WE6 on uploading phase3 folder to UMDRIVE
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Week 11 (March 28 & March 30) two-column vs three-column page layout with CSS techniques (Chapter 16); storify integration on the website; audio development using Audacity;
Week 12 (April 4 & April 6) CSS Rules on Texts (Chapter 12)
(Assign Miniproject3) WE7 on uploading phase 4 folder to UMDRIVE
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Week 13 (April 11 & April 13) multimedia (Chapter 10 page 192); Google Chart and Bar;
(Assign Final Project Proposal & Assign Final Project)
Week 14 (April 18 & April 20) Drop-down menu & work on your final project
Week 15 (April 25): Final Project due Date and Presentation Date

**FIVE PILLARS OF JOUR4500**
- *Professionalism:* Students learn the professional standards and routines of the web design industry by discussing and preparing wire frames, using 10-element proposal, and learning web vocabulary.
- *Writing:* JOUR4500 addresses writing skills related to web. Students write a web critique, a technology essay and a final project proposal.
- *Multimedia:* Students incorporate photographs, images, audio and video as part of their web projects.
- *Critical Thinking:* Students are trained to have a critical eye for professional works and demonstrate an understanding of the audience that will consume creative work, and must have a final project proposal before working on the project.
- *Media Literacy:* JOUR4500 addressed media literacy by exposing students to the vocabulary and tools of computer technology. Students create web projects in groups or on their own.

## ASSESSMENT

**PROFESSIONAL VALUES AND COMPETENCIES FOR J4500:**
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET FOR JOUR4500:**
**Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):**
- Upon completion of this course, students will be able to analyze and assess mass media websites, considering issues of the audience, navigation, organization, design, ethics and content.
- Students will be able to design websites with these concepts in mind.
- Students will have a solid understanding of basic web design principles.

- Students will have a basic understanding of web production software and tools.
- Students will have a basic understanding of the hypertext mark-up and CSS languages.

**Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):**
- Upon completion of this course, students will be able to plan web site construction incorporating navigation, design treatments, mock-up of web pages etc.
- Students will be able to do some kind of web testing and identify potential problems and solve them at an early stage.
- Students will be able to design web pages using Photoshop and Dreamweaver: setting up the basic web page structure, defining local root folder and produce necessary web elements.
- Students will be able to upload the web project to the server, identify problems and troubleshoot the problems.
- Students will be able to create web projects by the deadline.
- Specific skills and tool covered include: tables, layers, CSS layout templates, frames, rollovers, background images, transparent gifs, optimization process, shape and layer tools.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR J4500:**
*Awareness:*
- Becoming aware of ethics of using images and Photoshop images on the web and professional standards of web development.

*Understanding:*
- Understanding the process of web production, essential web design principles and latest html and CSS standards.

*Application:*
- Creating web projects and managing web projects using various tools and techniques.

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**
The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to
- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

## ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness:* familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding:* assimilation and comprehension of information, concepts, theories and ideas.
- *Application:* competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## DEPARTMENT POLICIES

### PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

**EMAIL:**
You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the http://iam.memphis.edu website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**MOBILE PHONES AND LAPTOPS:**
Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

**ATTENDANCE:**
Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**
In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**
You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**
All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**
Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**
Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.