Web Publishing I: html/css

CRMM 4500-001/6500-001/ART4500-001

Fall 2023

Class Meeting: T.TH. 9:40-11:05 a.m., MJ 206

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Office: 310 Meeman Journalism Building
Office Hours: MW: 10:40 a.m. to 11:10 p.m.; T. TH.: 11:10 to 12:10 p.m.; or by appointment
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COURSE REQUIREMENTS

Catalog description

Introduction of web design software Dreamweaver and web design concept; basic knowledge of web markup language html and cascading style sheets (CSS) via hand code training; development of website projects incorporating multimedia elements; incorporation of various content management system (CMS) in portfolio setup.

Prerequisites

JRSM 3900

Textbooks, Software and Required Materials

Textbook: Learning Web Design, 5th Edition: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, by Jennifer Niederst Robbins. Publisher: O'Reilly Media. ISBN-13: 978-1491960202 ISBN-10: 1491960205

Software: Sublime Text, Adobe Dreamweaver, Adobe Illustrator, Adobe Photoshop, Audacity

Activated Netlify Account. http://www.netlify.com

Jump Drive (also called Thumb Drive or Flash Drive) (10 GB capacity) to save your own works
Please note: you may choose to use Google Drive or OneDrive (these are called cloud storage drives) to save your works. You should create a dedicated folder called CRMM4500 or ART4500 in the drive and create several different folders such as WrittenAssignments, WebExercises, MiniProjects, FinalProject to organize the large amount of files to be generated in this semester.

Class Format

We will meet twice a week in Lab 206 in Meeman Journalism Building from 9:40 a.m. to 11:05 a.m. Tuesday and Thursday. Not showing up in lab at those hours are considered absent from classes.
This course is designed to learn web-related design and production skills. Students will learn techniques of html and css and web image optimization, and the principles behind web projects. Further, students will contribute several web projects to their professional portfolio. A typical class session will consist of a lecture, some discussion and some skill demonstration and assignment/lab time.

Students are required to complete web exercises, mini-projects, final project and any other

assignments throughout the semester. There are some writing assignments as well.

Accessing the course website
1. Go to the University of Memphis online learning home page:
   http://memphis.instructure.edu
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on 2023 Fall Semester Web Publishing I: html/css

Quizzes (10)
Written Assignments (3)
Web Exercises (8)
Foundation Project (1)
Mini-projects (3)
Final Project

Grading
Grades to be assigned:
A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

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.

Grade Distribution:
a. attendance, 5% (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 time frame of absence, i.e. seven days from the absent date, can the excused absences be granted. After seven days, there is no consideration of excused absences. Emails and telephone calls don't count as documents.
b. Portfolio contribution & Foundation Project 10% (you will contribute three pieces of work from this class to your journalism professional portfolio {note: the portfolio is required of all journalism students as a department-wide requirement and art students would have to follow this requirement in this class} including your final project, Miniproject I, Miniproject II
c. Web Exercise and various hands-on exercises assigned throughout the semester 10%
d. Written assignments (critiques of websites, drafts of project proposals, technology essay on an app) 10%
e. mini-projects (pre-mini-project1, mini-project2, mini-project1 redo) 30%
f. 10 quizzes, 10%
g. final project 25% (breakdown: finalized proposal 10%; presentation 10%; project 80%).

Special Note to Graduate Students: You have to write a 1000-word essay on web related technology which is 10% of your grade. The total grade for graduate students would be 110%, not 100% as for undergraduate students.

All projects and assignments are mandatory and must meet deadline specified. **Late work is not accepted. All Quizzes, Projects and Assignments are due Sunday midnight (11:59 p.m. Sunday).**

ChatGPT & Web Publishing Course
ChatGPT and similar AI tools, though useful in many contexts, are inappropriate for use in this course. An important outcome of this course is to strengthen your own abilities as a thinker and efficient html coder. That is only possible when you do your own work. You may not submit work that is written wholly or partially by an AI tool. Assignment submissions may be run through AI detection software. If your submission appears to have been written using AI, you may either receive a failing grade or be asked to resubmit the assignment. However, ChatGPT is a good tool to help with the html/css learning process in terms of identifying errors and mistakes in your html/css syntax, and you may use it to detect the syntax errors and mistakes.

COURSE SCHEDULE

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

Week 1 Aug.28-Sept1 Syllabus and Intro & Web, Software, Concepts (Chapters 1 ,3) (Written Assignment 1 Final Project Speculation, Quiz 1)

Week 2 Sept.4-8 Web Imager Basics JPEG (Chapters 23,24) & Creating Simple Pages (Chapter 4) (Quiz 2, WE1)

Week 3 Sept.11-15 Web Image Basics GIF (Chapters 23, 24) & Creating Simple Pages (Chapter 5) (Quiz 3, WE2)

Week 4 Sept.18-22 Web Imager Basics PNG (Chapters 23, 24) Marking up text (Chapter 5) (Quiz 4, WE3)

Week 5 Sept.25-29 Web Imager Basics Animated Gifs, How Web Works (Chapter 2) & Adding Links (Chapter 6)   (Quiz 5, WE4)

Week 6 Oct.2-6 Web Imager Basics SVG (Chapter 25) Header Images & Adding Images (Chapter 7) (Assign MiniProject1) (Quiz 6, WE5, WE6)

Week 7 Oct.9-13 Audacity Quick Tutorial & Embedding Audio (Chapter 10) and CSS Basics (Chapter 11) (MiniProject1; Quiz 7, WE7)

Week 8 Oct. 16-17 Fall BREAK Oct. 18-20 Review (Final Project Proposal Based on Guide)

Week 9 Oct. 23-27 CSS Orientation (Chapter 11) & Formatting Text (Chapter 12) (Quiz 8 WE8)

Week 10 Oct.30-Nov.3 Colors & Backgrounds (Chapter 13) & Box Concept (Chapter 14) (Foundation Project & Quiz 9)

Week 11 Nov.6-Nov.10 Floating and Positioning (Chapter 15) the most important chapter to lay foundation for web layout (Mini2 & Quiz 10)

Week 12 Nov.13-17 Reinforce the two-column layout Floating Left Margin (Chapter 15) & Photo Gallery (WE9)

Week 13 Nov.20-21 New Way of Setting Up Two-column Layout Technique and Add Video (Chapter 10) (Miniproject3); Nov. 22-24 Thanksgiving Holiday

Week 14 Nov. 27-Dec. 1
Drop Down Menu in CSS & Web Critique| One-on-one Meeting & Final Project Proposal (Written Assignments 2 and 3)

Week 15 Dec. 4-6 Half Week (Final Project & Portfolio Due); Dec. 7 Study Day; Dec. 12 10:30 to 12:30 p.m. Portfolio Presentation

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in CRMM 4500
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met
Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)
- Understand web design principles and web site structures.
- Understand basic hypertext markup language and cascading style sheets.
- Analyze web projects from the user experience perspective.

- Evaluate cons and pros of web projects.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Plan web projects based on users' needs.
- Put together a proposal incorporating wireframes and flow charts.
- Design graphics and optimize images for web projects.
- Produce web projects using html and CSS.
- Upload web projects to servers and trouble shoot problems.

How assessment of student learning will be met

Awareness

- In-class interaction between instructors and students, web-critique assignments are used to assess awareness of issues related to web design principles, ethical use of images, and user experiences.

Understanding

- Quizzes and web exercises are used as means to assess students' understanding of design concepts and basic coding syntax of html and css.

Application

- Creation of Web projects and various web exercises are designed to assess application.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files

or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the Office of Student Accountability's website.

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws 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 rating originality of your ideas and to evaluate proper use and assignment of sources. All

creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs
You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines
All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations
If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity
The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: https://www.memphis.edu/deanofstudents/crisis/index.php or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.