

Web Publishing I: html/css  
JOUR 4500/6500 - 001  
Fall 2011  
Tues. 5:30pm-8:30pm, Meeman #206

Instructor: Grant Smith  
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Office hours: by appointment  
Cell phone: 901-412-5997

## **COURSE-SPECIFIC REQUIREMENTS**

### **COURSE DESCRIPTION**

Creation and development of journalism/mass media web sites; incorporation of target audience analysis and web usability; application of information products' conceptualization and layout

### **PROFESSIONAL VALUES AND COMPETENCIES**

- 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.
- Understanding 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 communication professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communication 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):**

- Upon completion of this course, students will be able to analyze and assess mass media web sites, considering issues of the audience, navigation, organization, design, ethics and content.
- Students will be able to design mass media web sites 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 languages.


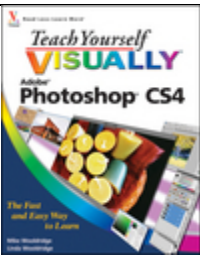
**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- 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 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 trouble shoot 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.

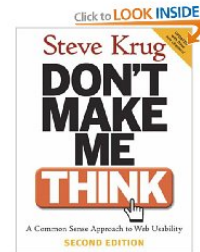
**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:**

- Awareness: Becoming aware of ethics of using 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.

**TEXTBOOKS:**

Required:	
<p><b>Teach Yourself VISUALLY Dreamweaver CS4</b>  <a href="#">Janine Warner</a>          ISBN: 978-0-470-33964-0          Paperback          320 pages          December 2008</p>	
<p><b>Teach Yourself VISUALLY Photoshop CS4</b>  <a href="#">Mike Wooldridge</a>, <a href="#">Linda Wooldridge</a>          ISBN: 978-0-470-33947-3          Paperback          336 pages          December 2008</p>	
Strongly Recommended:	

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



### **COURSE NEEDS:**

1. Activated UM Drive Account
2. Jump/thumb/flash drive (at least with 128 MB capacity, better with 512 MB capacity)

### **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: **(this is subject to change)**
  - a. attendance, 20% (one unexcused absence is permitted, more than 10 minutes late counts as an absence. If you have to miss but don't have a doctor's or similar excuse, letting me know ahead of time via email will earn you half credit)
  - b. class participation and in-class assignments, 20% (This means following along and doing the work, helping those next to you, no Facebooking or cell phone use and not disrupting class)
  - c. quizzes, 15%
  - d. assignments (critiques of web sites, draft of project proposals, etc.) 20%
  - e. final project 25% (presentation 5%; project 20%).

### **OTHER ISSUES:**

All projects are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit.

### **GRADUATE STUDENTS**

Graduate students are required to propose and complete either an additional academic paper related to web development or an additional web development project.

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<b>Date</b>	<b>Topics</b>	<b>Work Due/In-class assignments</b>	<b>Assignments</b>
Week 1 – Aug 30	Syllabus, Quiz, intro to Dreamweaver and Photoshop	Show up ready to go	Dreamweaver ch.4; Photoshop ch.2
Week 2 – Sept 6	XHTML; Photoshop basics; Navigation, usability and mistakes; guest speaker	Mini-project 1 – basic web site	Dreamweaver ch.5; Photoshop ch.3&12; web critiques
Week 3 – Sept 13	Formatting and styling text, hyperlinks; Sizing images, adding text	Web critique presentations	Dreamweaver ch.6; Photoshop ch.4-5&8
Week 4 – Sept 20	Tables; colors and levels; site proposals	Mini-project 2 – layout with tables	Dreamweaver ch.7-8; Photoshop ch.7, First draft of project proposal
Week 5 – Sept 27	page and inline CSS	Draft project proposal	Dreamweaver ch.11; Photoshop ch.14;
Week 6 – Oct 4	Working with images; selections and layers	Final project proposal	Dreamweaver ch.12; Final project proposal
Week 7 – Oct 11	Fall break		
Week 8 – Oct 18	tag and class CSS	Mini-project 3 – layout with CSS	Dreamweaver ch. 13
Week 9 – Oct 25	Revisit CSS; intro to templates	Basic template work and customization	Be ready to begin final project
Week 10 – Nov 1	Templates	Work on project in class	Final project
Week 11 – Nov 8	Web optimization of images and transparent PNG	Work on project in class	Final project
Week 12 – Nov 15	Content management	Work on project in	Final project

	systems, open-source software	class	
Week 13 –Nov 22	Content management systems, open-source software	Work on project in class	Final project
Week 14 – Nov 29	Work on projects in class		
Week 15 – Dec 6	Present final project on individual basis		
Finals – Dec 13	Project and paper due		

**Quizzes and additional assignments will be announced in class. This course schedule is subject to change depending on class situation. The instructor reserves the right to make the adjustments and changes.**

## DEPARTMENT POLICIES

### **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.

### **CELLPHONES:**

You must turn them off during class.

### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. 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.

"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. 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.

### **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.

### **EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

### **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.

