

Web Publishing I: html/css

JOUR 4500/6500 - 001

Spring 2015

Meeman 206

1:00-2:25 p.m., TR

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COURSE REQUIREMENTS**CATALOGUE 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

PREREQUISITE:

None

TEXTBOOKS:

Required:

- *Teach Yourself VISUALLY Adobe Dreamweaver CS6* Janine Warner (Author) ISBN-13: 978-1118254714 Published by John Wiley & Son.
- *Teach Yourself VISUALLY Adobe Photoshop CS6* Mike Wooldridge (Author), Brianna Stuart (Author) ISBN-13: 978-1118196670 Published by John Wiley & Son.

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) (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:
 - 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, 15%
- c. assignments (critiques of web sites, drafts of project proposals, design principles applications) 15%
- d. mini-projects (mini-project1, mini-project2, mini-project3) 15%
- e. proficiency test 20%
- f. final project 25% (finalized proposal 2.5%; presentation 2.5%; project 20%).

OTHER ISSUES:

- 1. All projects are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit.
- 2. Graduate students who enrolled in the course must write an essay on web production or web technology suitable for publication. The essay length must be between 600 and 800 words. There are two deadlines for this requirement: March 5 and April 5.

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.)

- Week 1 (Jan 20 & Jan 22) Bridge & Folder Setup
- Week 2 (Jan 27 & Jan 29) Sizing & XHTML and HTML5
- Week 3 (Feb 3 & Feb 5) JPEG optimization & Web Fonts
- Week 4 (Feb 10 & Feb 12) GIF optimization & Web Images
- Week 5 (Feb 17 & Feb 19) Background & Hyperlinks
- Week 6 (Feb 24 & Feb 26) Banner, Logo & Table Layout
- Week 7 (March 3 & March 5) Type Based Image & Table Layout
- Week 8 (March 10 & March 12) Spring Break
- Week 9 (March 17 & March 19) Proficiency Test & Transparent Images & CSS
- Week 10 (March 24 & March 26) Image Gallery & CSS
- Week 11 (March 31 & April 2) CSS Template Use and Management
- Week 12 (April 7 & April 9) AP DIV and Drop Down Menu
- Week 13 (April 14 & April 16) Multimedia Objects Use
- Week 14 (April 21 & April 23) Work on your final project
- Week 15 (April 28) April 28: Last Day of Class as the Project Presentation Day

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students 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 during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

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

<http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific 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. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or 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).

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

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 to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

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

WEATHER POLICY:

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.

AP STYLE AND GRAMMAR:

All written work 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.

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.