

# Web Publishing II: html/css

JOUR 4550-001/6550-001/ART 6550

Fall 2019

Class Meeting: TR 9:40-11:05 p.m., MJ 212

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## COURSE REQUIREMENTS

### Catalog description

Creation and development of website projects; systematic training in writing html codes; focused learning of cascading style sheet (CSS); final production of a multimedia project.

### Prerequisites

JOUR 4500

### Textbooks, Software and Required Materials

*Learning Web Design, 5th Edition: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics.* Jennifer Niederst Robbins. Published by O'Reilly Media  
Print ISBN: ISBN: 978-1-491-96020-2

*Every Layout e-book and site.* Heydon Pickering and Andy Bell  
<https://every-layout.dev> (discount code coming)

Activated UM Drive Account

Free [codepen.io](https://codepen.io) account

Free <https://netlify.com> account

### Classroom format

The format for this class will be approximately 25% lecture with 75% project work and in-class live coding.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 4550-001/6550-001 to enter your course and read the instructions on the welcoming page

### Grading

Grades to be assigned:

A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

## COURSE SCHEDULE

### *Week 1, Aug. 27, 29 HTML/CSS review*

Review topics from JOUR4500; proper formatting for HTML and CSS and basic CSS

### *Week 2, Sept. 3, 5 CSS Layout*

Discuss modern layout in CSS. Covering Flexbox, Grid, Positioning, Floats and Multicolumn

Readings: Chapters 14-16

Assignments: Mini Project 1: Online Resumé

### *Week 3, Sept. 10, 12 CSS Layout*

Discuss modern layout in CSS. Covering Flexbox, Grid, Positioning, Floats and Multicolumn

Readings: Chapters 14-16

### *Week 4, Sept. 17, 19 A mental model for Responsive Web Design*

This week, we'll discuss how to shift our thinking to design for all screen sizes at once and what it means to design on the web

Readings: Every-Layout Rudiments

Assignments: Mini Project 1 due, Mini Project 2 assignment

### *Week 5, Sept. 24, 26 Responsive Design and Site structure*

Design patterns and site structures for multi-page websites

### *Week 6, Oct. 1, 3 Introduction to JavaScript*

Discuss what JavaScript, the DOM and how to use JavaScript to affect the page; Discussion of various data types in JavaScript (Strings, booleans, arrays, objects, functions)

Readings: Chapter 21, 22

Assignments: Mini Project 2 Due, Mini Project 3 and Final Project assignments

### *Week 7, Oct. 8, 10 JavaScript 2*

Deeper Dive into JavaScript

Readings: Chapter 21, 22

### *Week 8, Oct 17 The Command Line*

Get comfortable managing your computer with text

Readings: Chapter 20

### *Week 9, Oct. 22, 24 Git, GitHub and modern deployment*

After you're comfortable with command line, we'll discuss setting up Git, GitHub and modern deployment of websites

Readings: Chapter 20

Assignments: Mini Project 3 due

### *Week 10, Oct. 29, 31 More JavaScript*

*Week 11, Nov. 5, 7 Introduction to Static Sites*

We'll look at some ideas around publishing websites that don't have to deal with servers

*Week 12, Nov. 12, 14 Static Sites continued*

*Week 13, Nov. 19, 21 Final Project Work*

*Week 14, Nov. 26 Final Project Work*

*Week 15, Dec. 3 Final Project Presentation*

Each student is required to present their final project to the class

## **ASSESSMENT AND OUTCOMES**

### **Five Pillars in JOUR 4500/6500**

- *Critical Thinking:* Students develop a critical eye for professional works and have to critique each other's works and projects frequently in class. They brainstorm story topics in class, evaluate the topics relevance and significance. They must have a final project proposal approved before being allowed to work on the project.
- *Media Literacy:* Students are exposed to the vocabulary and tools of computer technology and internet technology. Students learn to do advanced-level web projects individually and in groups.
- *Multimedia:* Students produce photographs, images, audios and videos elements as original content for their multimedia story web projects.
- *Professionalism:* Students learn the professional standards of web design by discussing and preparing wire frames, writing a 10-element proposal, and learning more advanced web vocabulary, and acquiring more advanced web design and production skills.
- *Writing:* Students produce original text content for web projects. Students also write a web critique, a technology essay and a final project proposal.

### **Professional Values and Competencies in JOUR 4550/6550**

- 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 communication
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- 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
- 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 current tools and technologies appropriate for the communication professions in which they work, and to understand the digital world

## 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 websites, considering issues of the target audience, navigation facility, web organization structure, design principles, ethics of photo use and importance of original content
- Students will be able to design multimedia story 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 tools
- Students will have an advanced understanding of the hypertext mark-up (HTML) and Cascading Style Sheets 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 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 or simple plain text tools: setting up the basic web page structure, defining local root folder and produce necessary structural html elements and style the html elements using CSS syntax.
- Students will be able to upload the web project to the server, identify problems and do some problem trouble shooting.
- Students will be able to create web projects by deadline.
- Specific skills and tools covered include but not limited to: html elements, CSS layouts, unordered lists, positioning, floating, and box model, fonts' relative sizes and absolute sizes, color use, typography, and image sizing, audio editing, video editing and photography editing.

## How assessment of student learning will be met

### *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 especially web storytelling projects and managing web projects using various tools and techniques.

## JOURNALISM AND STRATEGIC MEDIA 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. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, 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
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### Electronic devices

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

### Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing

grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students 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. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating 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, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. 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. (*Office of Legal Counsel, October 11, 2018*)

### Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; 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 very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. 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.

### **AP Style and grammar**

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

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

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. Media 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.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.