

# Web Publishing I: HTML/CSS

CRMM 4500/6500-001/ART 4500-002

Fall 2022

Class meeting: TR, 2:40-4:05 p.m.

Meeman Journalism Building 206

Prof. Garrett Pilgrim, M.A.

Office Hours: 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:**

[Visual Studio Code](#)

Adobe Illustrator

Adobe Photoshop

Audacity

A [Netlify](#) account

*Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.*

One Flash Drive or some sort of storage cloud or drive

### Classroom format

We will meet twice a week in Meeman Journalism Building 206 from 2:40 p.m. to 4:05 p.m. Tuesday and Thursday. This course is designed to learn web-related design and production skills. Students will learn techniques of HTML, CSS, 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:  
<https://memphis.instructure.com/>.
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 CRMM 4500 to enter your course and read the instructions on the welcoming page. Please note that students who registered in CRMM6500 or ART4500 will have to use this CRMM4500 to get the class information.

### Course Requirements

#### *Computer Usage:*

Students are expected to use a computer in this course. Students will work with a code editor for HTML and CSS based assignments, Visual Studio Code is preferred. Adobe Illustrator, Adobe Photoshop and Audacity are used throughout the semester as prompted.

#### *Assignment Format:*

- All assignments and projects are to be submitted electronically via Canvas.
- All multimedia projects are **due at 11:59 p.m. Sunday** of the week they are assigned. **Late work is not accepted.**
- Students will receive a participation grade that is based on your in-class project pitches and contribution to project critiques.

Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their own processes for the work.

#### *Multimedia Assignments:*

#### *Portfolio:*

All Department of Journalism undergraduate students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. You will need to create a section on your portfolio site for the multimedia work you've completed for JOUR 3526. We will take time in class for you to update your site.

### Grading

Grades to be assigned:

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

#### *Grading Philosophy:*

A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

### *Grade Distribution:*

Attendance 10%

Portfolio 10%

8 Web exercises 10%

3 Written assignments 10%

3 Mini projects 25%

3 Mini project drafts 5%

Final Project 30%

## **COURSE SCHEDULE**

Note: The syllabus is subject to changes any time throughout the semester. Please log in to Canvas for detailed and adjustments of the class schedule.

### *Week 1, Aug. 22: Introduction (Chapters 1 and 3)*

Introduction to the Web and Syllabus

Homework: Technology Essay

### *Week 2, Aug. 29: Images for the Web (Chapter 23, 24) and Creating Simple Pages (Chapter 4)*

Working with JPEGs, PNGs and introduction to code editors

Homework: Web Exercise 1, Web Exercise 2

### *Week 3, Sept. 5: Animated GIFs (Labor Day Week)*

Creating animated GIFs for the web

Homework: Web Exercise 3

### *Week 4, Sept. 12: HTML (text markup) and How the Web Works (Chapter 2)*

A dive into HTML and how we are able to access websites

Homework: Web Exercise 4

### *Week 5, Sept. 19: Structured HTML and Uploading Content*

How to structure HTML cleanly and add more content than just text

Homework: Structure Essay, Web Exercise 5

### *Week 6, Sept. 26: More HTML and SVGs (Chapter 25)*

A closer look at HTML and the superpowered images of the web: SVGs

Homework: Mini Project 1 Draft, Web Exercise 6

### *Week 7, Oct. 3: Audacity Tutorial and Embedding Audio (Chapter 10)*

How to work with audio using Audacity and the best practices of using audio on the web

Homework: Mini Project 1

### *Week 8, Oct. 10: CSS Basics (Chapter 11) (Fall Break, No classes Monday and Tuesday)*

An introduction to how we style websites: CSS

Homework: Webpage Critique Essay

*Week 9, Oct. 17: The Cascade of CSS and Typography*

How CSS hierarchy works, parent styles, overrides, and typography

Homework: Mini Project 2 Draft, Web Exercise 7

*Week 10, Oct. 24: The Box Model (Chapter 14) and Colors/Backgrounds*

A look at colors and backgrounds as well as a core concept of how content is laid out: the box model

Homework: Mini Project 2

*Week 11, Oct. 31: The Old Web Layout (Chapter 15) and Intro to Grid and Flex*

How laying out websites used to be vs. what we can do now

Homework: Mini Project 3 Draft, Web Exercise 8

*Week 12, Nov. 7: More Grid and Flex*

Reinforcing layout concepts of Grid and Flex

Homework: Mini Project 3

*Week 13, Nov. 14: Final Project Proposal, Q&A and Work Time*

Talk about the final project and submit your proposal. We'll have a Q&A about what we've covered and assignments. We can also use this week for work time.

Homework: Final Project Proposal

*Week 14, Nov. 21: CSS Menu and More Help (Thanksgiving Week)*

How to make a menu using CSS and additional help with projects/portfolio

Homework: Work on Final Project and Portfolio

*Week 15, Nov. 28: Final Project Draft Presentation (Last Week of Class)*

A presentation of your final project in draft form. The closing to finalized your project is, the better feedback you can have before your final submission

Homework: More work on Final Project and Portfolio

*Final Exam: Final Portfolio*

Final portfolio and project due

## 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

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.

### **COVID-19 protocols**

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.