JOUR 4550/6550 - 001
Semester/ Year: Spring 2010

Course Title: Web Publishing II: html/css (M.W: 2:20 p.m-3:45 p.m., Meeman #206)

Professor: Dr. Jin Yang   Email: jinyang@memphis.edu

Office: Meeman Building Room #310   Office phone: 901-678-5148

Office hours: M.T.W.Th.: 1:00 to 2:00 pm; or by appointment

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
1. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
2. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
3. Understanding concepts and apply theories in the use and presentation of images and information.
4. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
5. Think critically, creatively and independently
6. Conduct research and evaluate information by methods appropriate to the communications professions in which they work
7. Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
8. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness.
9. Apply basic numerical and statistical concepts.
10. 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 and Cascading Style Sheets.

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 or simple plain text tools: 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: CSS layout templates, and html combined with CSS to produce web pages.
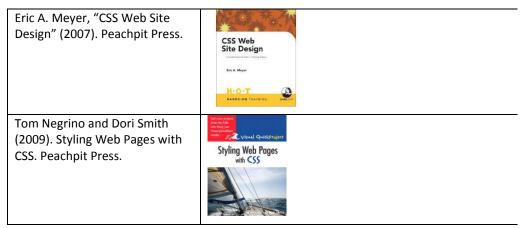-

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 cascading style sheets and html language.

TEXT BOOKS:

> Required:

Eric A. Meyer, "CSS Web Site Design" (2007). Peachpit Press.	
Tom Negrino and Dori Smith (2009). Styling Web Pages with CSS. Peachpit Press.	

Course Specific Requirements

OBJECTIVE OF COURSE:

1. Establish the core competency with CSS
2. Basic techniques of CSS and fundamentals of CSS
3. Lay the groundwork for you to move in the direction of becoming a CSS expert

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, but missing three or more without excuses will earn 0); 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 nice reminders for the professor.

   b. quizzes 15%

   c. design and layout critique activities 10%

   d. mini-projects 15% (three miniprojects)

   e. proficiency test 20%

   f. final project 30% (finalized proposal 5%; presentation 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; after two days of deadline, will not earn any credit.

2. Graduate students who enrolled in the course must talk with the instructor for the paper they have to write to complete the course or some extra project they would like to accomplish.

JOUR4550/6550-001, Class Schedule for Spring of 2011

Week	Dates	Topics	Assignments	Due Date
1	Jan 17	Orientation	Textbook Purchase and Software Preparation &Jump Drive Preparation, Elearn use	
	Jan 19	HTML Tutorial (1-12 Home to Images)	Assign Project I Topic is *About My* _____	
2	Jan 24	HTML Tutorial (13-19 Tables to QuickList)		Quiz 1
	Jan 26	XHTML Tutorial (1-8 Home to Validation)		
3	Jan 31	Meyer Chapter 1 & 2		Quiz 2 & Project I due
	Feb 2	Meyer Chapter 2	Critique 1	
4	Feb. 7	Meyer Chapter 3		Quiz 3
	Feb. 9	Meyer Chapter 3		
5	Feb. 14	Meyer Chapter 4	Assign Project II Topic is One Page *Resume*	Quiz 4
	Feb. 16	Meyer Chapter 4		
6	Feb. 21	Meyer Chapter 5		Quiz 5
	Feb. 23	Meyer Chapter 5	Critique 2	Project II Due
7	Feb. 28	Meyer Chapter 6		Quiz 6
	Mar 2	Meyer Chapter 6		
8	Mar 7	Spring Break (March 7- March 13)		
	Mar. 9			
9	Mar. 14	Project II Presentation & Flip Camera use		
	Mar. 16	Proficiency Test		
10	Mar. 21	Meyer Chapter 7	Assign Project III Topic is *A Great Memphian*	
	Mar. 23	Meyer Chapter 7		
11	Mar. 28	Meyer Chapter 8		Quiz 7
	Mar. 30	Meyer Chapter 8		
12	Apr. 4	Meyer Chapter 9	Assign Final Project	Quiz 8 & Project III Due
	Apr. 6	Project II Presentation		
13	Apr. 11	Meyer Chapter 9		Quiz 9
	Apr. 13			
14	Apr. 18	Meyer Chapter 10		
	Apr. 20			
15	Apr. 25			
	Apr. 27	Last day of class, Project Presentation Day in Class		
16	May 2			
	May 4	1:00 p.m. – 3:00 p.m. exam day (no exam for this class)		

Notes: This outline of course schedule is rather rough and subject to change depending on class situation. The professor 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 (student evaluation of teaching effectiveness) online. 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.