Web Publishing II: html/css
JOUR 4550/6550-001
Spring 2014
3:55-5:20, T& TH, Meeman #206

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Office hours: T. TH: 1:00 to 2:00 pm; or by appointment

COURSE REQUIREMENTS

CATALOGUE/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

PREREQUISITE:
J4500

TEXTBOOKS:
No textbook required but there are a lot of readings assigned each week.

OBJECTIVE OF COURSE:
- Establish the core competency with CSS
- Basic techniques of CSS and fundamentals of CSS
- Lay the ground foundation for you to become a CSS expert
- Develop an online news story with essential visual elements

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 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 write an essay on web production or web technology suitable for publication on the Memphis PC User Group's newsletter *Bridge*. The essay length must be between 600 and 800 words. There are two deadlines for this requirement: March 5 and April 5.

JOUR4550/6550-001, Class Schedule for Spring, 2014

(Please log in on elearn.memphis.edu for the detailed class timeline. Note. The professor reserves the right to change the schedule based on the class circumstance.)

Week 1 January 21 & January 23
      Welcome and Introduction of the class & html tutorial
Week 2 January 28 & January 30
      html tutorial and a web page dedicated to a featured person of your choice
Week 3 February 4 & February 6
      CSS basics & final project proposal assignment
Week 4 February 11 & February 13
      CSS from background to fonts & photo assignment
Week 5 February 18 & February 20
      CSS from links, lists, tables to box models
Week 6 February 25 & February 27
      Floatutorials & photo gallery
Week 7 March 4 & March 6
      Web Typography & online feature story
Week 8 March 11 & March 13 Spring Break
Week 9 March 18 & March 20
      Proficiency Test on CSS & Video shooting basics
Week 10 March 25 & March 27
      CSS margins and borders & Video shooting tips
Week 11 April 1& April 3
      CSS layout & video editing
Week 12 April 8 & April 10
      Video editing & online video
Week 13 April 15 & April 17 Final Project work week
Week 14 April 22 & April 24 Final Project work week
Week 15 April 29 Last Day of Class as the Project Presentation Day

ASSESSMENT
PROFESSIONAL VALUES AND COMPETENCIES FOR J4550/6550:
- 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 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 FOR J4550/6550:
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 FOR J4550/6550:
- 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.

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.

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.