Web Publishing I: html/css
JOUR 4500/6500-001
1:00-2:25 p.m., T & TR, Meeman #206
Fall 2018

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Office hours: T. TH.: 2:30 to 4:30PM; or by appointment

COURSE REQUIREMENTS

CATALOG DESCRIPTION:
Introduction of web design software and web design concept; basic knowledge of web markup language html and cascading style sheets (CSS); overview of WordPress as content management system (CMS); development of website projects incorporating multimedia elements.

PREREQUISITE:
JOUR3900

TEXTBOOKS:
Required:

Learning Web Design, 4th Edition: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, by Jennifer Niederst Robbins. Publisher: O'Reilly Media. Print ISBN: 978-1-4493-1927-4| ISBN 10:1-4493-1927-0. Ebook ISBN: 978-1-4493-3753-7| ISBN 10:1-4493-3753-8

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. http://umdrive.memphis.edu;
2. Amazon web hosting service https://aws.amazon.com
3. Jump Drive (also called Thumb Drive or Flash Drive) (1 GB capacity at least) to get the Professor's folders: PhotosforWeb, and ExerciseFiles and other downloads throughout the semester.

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, there is no consideration of excused absences. Emails and telephone calls don't count as documents.
    b. Portfolio contribution and Group Project, you will contribute three pieces of work from this class to your journalism professional portfolio (such a portfolio is required of all journalism students as a department-wide requirement) including your final project, Group project is an in-class assignment 5%
    c. Web Exercise, various hands-on exercises assigned throughout the semester 10%
    d. Written assignments (critiques of websites, drafts of project proposals, technology essay) 10%; please note: graduate students will only earn 5% for this category and the other 5% comes from the technology essay.
    e. mini-projects (mini-project1, mini-project2, mini-project3) 30%
    f. quizzes, 10%
    g. final project 25% (finalized proposal 10%; presentation 10%; project 80%).

OTHER ISSUES:
1. All projects are mandatory and must meet deadline specified to get full credit. Late work, within **two days** of deadline, will earn half credit. Late work, outside of two days of deadline, will earn zero.

GRADUATE STUDENTS:
Graduate students 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: Sept. 1 and Nov. 1.

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 (Aug 28 & Aug 30):
Syllabus and Intro & Web, Software, Concepts (Chapters 1,2,3) (Assign Technology Essay)

Week 2 (Sep 4 & Sep 6):
Sizing JPEG optimization (Chapters 21 & 22) & Creating Simple Pages (Chapter 4) (Assign WebExercise)

Week 3 (Sep 11 & Sep 13):
All about GIF optimization (Chapter 21, 22) & Mark up Texts (Chapter 5)

Week 4 (Sep 18 & Sep 20):
Optimizing PNG (Chapter 22) Marking up Text (Chapter 5 Continued)

Week 5 (Sep 25 & Sep 27):
Animated GIFs & Addling Links (Chapter 6)

Week 6 (Oct 2 & Oct 4):
Website Header Creation & Adding Images (Chapter 7) (Assign MiniProject1)

Week 7 (Oct 9 & Oct 11):
CSS Orientation (Chapters 11) & Text Formatting Rules (Chapter 12)

Week 8 (Oct 16 & Oct 18):
Fall break & CSS Rules Review (Chapter 11, 12) & Navigation Buttons Tutorials (Apply to MiniProject1)

Week 9 (Oct 23 & Oct 25):
Color Rules (Chapter 13) & CSS Box Concept (Chapter 14) (Assign Students in Pairs for next Week INCLASS GROUP PROJECT)

Week 10 (Oct 30 & Nov.1):
CSS Float and Positioning & Unordered List Menu (Chapter 15) (Work on in-class Group Project) (Assign MiniProject2)

Week 11 (Oct 31 & Nov 2):
CSS Layout (Chapter 16) (Assign Miniproject3)

Week 12 (Nov 6 & Nov 8):
Reinforce the two-column layout learning (Chapter 15) Audio & Video Multimedia Elements on Web Pages (Chapter 10)

Week 13 (Nov 13 & Nov 15):
Drop-Down Menu Review (Assign Final Project & Web Critique) | one-on-one meeting to discuss the final project proposal

Week 14 (Nov 20 & Nov 22):
CSS Page Layout Overview | Color CSS Rules | Font CSS rules (Chapter 18) &
Thanksgiving Holiday

Week 15 (Nov. 27 & Nov. 29):
Students work on their final projects

Week 16 (Dec 4 & Dec. 6):
Last Lecture & Dec. 6 Study Day

Week 17 (Dec 13):
Academic Calendar's Final Exam time: 10:30--12:30 (No exam but project presentation)

FIVE PILLARS IN JOUR4500
- *Professionalism:* Students learn the professional standards of the web design and publishing by discussing and preparing wire frames, writing 10-element proposal, and learning web vocabulary and 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
- *Multimedia:* Students incorporate photographs, images, audio and video elements 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 target audience that are likely to view and get exposed to their web projects. 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 how web projects are produced by doing real web projects in groups or on their own.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4500:
- 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 websites with these concepts in mind
- Students will have a solid understanding of basic web design principle
- Students will have a basic understanding of web production tools
- Students will have a basic understanding of the hypertext mark-up (HTML) 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 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 structural html elements and style the html elements using CSS syntax
- Students will be able to upload the web project to the server, identify any associated problems and troubleshoot the associated problems
- Students will be able to create web projects by deadline

- Specific skills and tools covered include but not limited to: html elements, CSS layouts, rollovers effects, background images, transparency in web images, optimization process, unordered lists, positioning, floating, and box model, fonts' relative sizes and absolute sizes, color use, typography, and image sizing

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 and managing web projects using various tools and techniques.

DEPARTMENT 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 contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:
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.

MOBILE PHONES AND LAPTOPS:
Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 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). 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 and Strategic Media 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.

Further, as this is a journalism/mass communication 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 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 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.

DEADLINES:
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 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.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

DIVERSITY:
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. Mass communications 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.