

**Web Publishing I: html/css**

JOUR 4500.6500-002

2:20-3:45 p.m., M & W, Meeman 208

Spring 2019

Dr. Jin Yang

Email: [jinyang@memphis.edu](mailto:jinyang@memphis.edu)

Office: Meeman Building Room #310

Office phone: 901-678-5148

Office hours: T. TH.: 2:30 p.m. to 4:30 p.m.; 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

**COURSE REQUIREMENTS:**

1. Activated UM Drive Account. <http://umdrive.memphis.edu>
2. Jump Drive (also called Thumb Drive or Flash Drive) (10 GB capacity) to get the Professor's folders: PhotosforWeb, and ExerciseFiles

## **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 and various hands-on exercises assigned throughout the semester 10%
  - d. Written assignments (critiques of websites, drafts of project proposals, technology essay) 10%
  - e. mini-projects (mini-project1, mini-project2, mini-project3) 30%
  - f. quizzes, 10%
  - g. final project 25% (finalized proposal 10%; presentation 10%; project 80%).

**Special Note to Graduate Students: You have to write a 1000-word essay on web related technology which is 10% of your grade. The total would be 110% for graduate students, not 100% as undergraduate students.**

## **OTHER ISSUES:**

All projects are mandatory and must meet deadline specified when assigned. Late work, within **two days** of deadline, will earn half credit.

## CLASS SCHEDULE

*(Note: The syllabus is subject to changes any time throughout the semester. Please log in on [elearn.memphis.edu](http://elearn.memphis.edu) for the detailed and timely adjustments of the class schedule.)*

Week 1 Syllabus and Intro & Web, Software, Concepts (Chapters 1,2,3) (Assign Technology Essay)

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

Week 3 All about GIF optimization (Chapter 22) & Mark up Texts (Chapter 5)

Week 4 Optimizing PNG (Chapter 22) Marking up Texts Continued (Chapter 5)

Week 5 Animated Gifs, Uploading WebExercise to server & Adding Links (Chapter 6)

Week 6 Header Creation & Adding Images (Chapter 7) (Assign MiniProject1)

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

Week 8 Spring Break

Week 9 Color Rules (Chapter 13) & CSS Box Concept (Chapter 14) (Assign Miniproject2)

Week 10 CSS Float and Positioning & Introduce Unordered-List Menu (Chapter 15) (Work on in-class Group Project)

Week 11 CSS Page Layout (Chapter 16) (Assign Miniproject3)

Week 12 Reinforce the two-column layout learning (Assign Final Project & Proposal Draft) & Audio & Video Multimedia Elements on the page (Chapter 10)

Week 13 Drop-Down Menu Review (Assign Web Critique) and One-on-One Meeting

Week 14 CSS Page Layout| Text Rules| Color Rules | Image Creation (Various Chapters)

Week 15 Wednesday, Final 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.

## **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.

### **MOBILE PHONES AND LAPTOPS:**

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 the Department of 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.

**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/mass 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 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:**

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:**

Students who need an accommodation based on the impact of a disability should 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. 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.