Web Publishing I: html/css

CRMM 4500-002/6500-002/ART4500-002

Spring 2022

Class Meeting: T.TH. 9:40-11:05 a.m., MJ 206

Jin Yang, Ph.D.

Office: 310 Meeman Journalism Building
Office Hours: T. TH.: 1:30 to 4:40 p.m.; or by appointment
Email: jinyang@memphis.edu

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.

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: Sublime Text, Adobe Dreamweaver, Adobe Illustrator, Adobe Photoshop, Audacity

Activated Netlify Account. http://www.netlify.com

Jump Drive (also called Thumb Drive or Flash Drive) (10 GB capacity) to save your own works
Please note: you may choose to use Google Drive or OneDrive (these are called cloud storage drives) to save your works. You should create a dedicated folder called CRMM4500 or ART4500 in the drive and create several different folders such as WrittenAssignments, WebExercises, MiniProjects, FinalProject to organize the large amount of files to be generated in this semester.

Class Format

We will meet twice a week in Lab 206 in Meeman Journalism Building from 9:40 a.m. to 11:05 a.m. Tuesday and Thursday. Not showing up in lab at those hours are considered absent from classes.
This course is designed to learn web-related design and production skills. Students will learn techniques of html and css and 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:
   http://memphis.instructure.edu
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 4500-002 to enter your course and read the instructions on the welcoming page. Please note that students who registered in CRMM6500-002 or ART4500-002 will have to use this CRMM4500-002 to get the class information. I have combined CRMM4500-002, CRMM6500-002 and ART4500-002 into one class, i.e. CRMM4500-002.

Primary assignments
Quizzes (10)
Written Assignments (3)
Web Exercises (8)
Foundation Project (1)
Mini-projects (3)
Final Project

Grading
Grades to be assigned:
A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

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.

Grade Distribution:
a. attendance, 5% (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 time 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 & Foundation Project 10% (you will contribute three pieces of work from this class to your journalism professional portfolio {note: the portfolio is required of all journalism students as a department-wide requirement and art students would have to follow this requirement in this class} including your final project, Miniproject I, Miniproject II
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 on

      an app) 10%
   e.   mini-projects (pre-mini-project1, mini-project2, mini-project1 redo) 30%
   f.   10 quizzes, 10%
   g.   final project 25% (breakdown: 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 grade for graduate students would be 110%, not 100% as for undergraduate students.

All projects and assignments are mandatory and must meet deadline specified. **Late work is not accepted. All Quizzes, Projects and Assignments are due Sunday midnight (11:59 p.m. Sunday).**

COURSE SCHEDULE

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

Week 1 Jan. 17-21 Syllabus and Intro & Web, Software, Concepts (Chapters 1 ,3) (Technology Essay, Quiz 1)

Week 2 Jan.24- 28 Web Imager Basics JPEG (Chapters 23,24) & Creating Simple Pages (Chapter 4) (Quiz 2, WE1)

Week 3 Jan 31-Feb. 4 Web Imager Basics GIF (Chapters 23, 24) & Creating Simple Pages (Chapter 4) (Quiz 3, WE2)

Week 4 Feb. 7-11 Web Imager Basics PNG (Chapters 23, 24) Marking up text (Chapter 5) (Quiz 4, WE3)

Week 5 Feb. 14-18 Web Imager Basics Animated Gifs, How Web Works (Chapter 2) & Adding Links (Chapter 6)   (Quiz 5, WE4)

Week 6 Feb.21- 25 Web Imager Basics SVG (Chapter 25) Header Images & Adding Images (Chapter 7) (Assign MiniProject1) (Quiz 6, WE5, WE6)

Week 7 Feb. 28-Mar.4 Audacity Quick Tutorial & Embedding Audio (Chapter 10) and CSS Basics (Chapter 11) (Due MiniProject1); (Quiz 7, WE7)

Week 8 Mar.7-11 SPRING BREAK

Week 9 Mar. 14-18 CSS Orientation (Chapter 11) & Formatting Text (Chapter 12) (Quiz 8 WE8)

Week 10 Mar. 21-25 Colors & Backgrounds (Chapter 13) & Box Concept (Chapter 14) (Assign Foundation Project) (Quiz 9)

Week 11 Mar.28-April 1 Floating and Positioning (Chapter 15) the most important chapter to lay

foundation for web layout (Due Foundation Project) (Quiz 10)

Week 12 April 4-8 Reinforce the two-column layout Floating Left Margin (Chapter 15) & Photo Gallery (Assign Miniproject2 and Due Miniproject2)

Week 13 April 11-15 New Way of Setting Up Two-column Layout Technique and Add Video (Chapter 10) (Assign Miniproject3 and Due Miniproject3)

Week 14 April 18-21
Drop Down Menu in CSS | Final Project Proposal (Web Critique; Final Project Proposal; Assign Final Project)

Week 15 April 25-27 April 27 One-on-one Meeting | Q&A | April 28 Study Day Project Work (Assign Portfolio) (Due Final Project)

Week 16 May 2-6 Final Exam Week (Due Portfolio May 2 Sunday) and Portfolio Presentation (On May 3 Tuesday 10:30 a.m. to 12:30 p.m.)

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 for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the COVID-19 Health and Safety Policy (GE2040). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found here. Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources

Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2022

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.