

# World Wide Web Production

**COMM 337**

Fall 2009

**Class Meetings:** (Frist 205)

M, W 3:00p – 4:50p

**UTC Online Website:**

<http://utconline.utc.edu/>

**Dr. Charlene Simmons**

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312 Frist Hall

423/425-5208

**Office Hours:**

Mon: 1:30p – 2:30p

Wed: 12p – 1p

Fri: 10a – 11a

or other times by appointment

## Course Objective

This course is designed to give you a broad introduction to the art of Web design. During the course of the semester we will:

- Develop strategies for effectively presenting images and written material on the Web
- Learn to apply tools and technologies appropriate to Web design
- Think critically and creatively about designing Web pages for diverse audiences
- Learn about legal and ethical issues facing Web designers

## Course Materials

The main text for this course is *Web Style Guide (3<sup>rd</sup> Edition)* by Patrick Lynch and Sarah Horton (ISBN: 978-0-300-13737-8). Additional resources will be posted on the course's Web site.

Every class period you are required to bring a portable device able to store computer files, such as a USB flash drive or iPod.

## Course Requirements

To demonstrate an understanding of the material covered in this course, you are required to complete the following graded activities:

- Reading Quizzes (8 quizzes worth 10 points each)
- Web Site Critique (worth 50 points)
- Digital Image Project (worth 50 points)
- Storyboard Assignment (worth 20 points)
- HTML Assignment (worth 50 points)
- Web Writing Assignment (worth 50 points)
- Animated Advertising Assignment (worth 50 points)
- Privacy Policy Assignment (worth 50 points)
- Web Site Project (worth 100 points)

Assignments are due at the end of class unless otherwise noted. Assignments that are turned in late will be penalized one letter grade (i.e. ten percent of the available points) for each day late. Reading quizzes cannot be made up.

## Determining Your Grade

Your overall grade will be based on the grades you earn on each of the course requirements. The grading scale for this class is as follows:

<u>Letter Grade</u>	<u>Numerical Grade</u>
A	450 – 500 pts (90 – 100%)
B	400 – 449 pts (80 – 89%)
C	350 – 399 pts (70 – 79%)
D	300 – 349 pts (60 – 69%)
F	0 – 299 pts (59 – 0%)

## Class Participation

This course relies heavily on knowledge gained in the classroom. It is important for us all to attend each class meeting. As such, **5 points will be deducted** from your final grade for each unexcused absence from class.

Please be respectful of everyone in the class and arrive on time, late arrivals tend to distract our attention from the learning process. Also, **please turn off cell phones while in class**.

If you are unable to attend a session because of illness or extenuating circumstances please notify me **prior** to the class and make alternative arrangements for getting notes from a fellow class mate. Also, be sure to stop by during my office hours if you have any questions about material covered while you were absent.

## Academic Integrity

Your enrollment in this course comes with the expectation that you will conform to UTC's honor system. To learn more about the honor system and honor code see the 'Academics' section of the UTC Student Handbook.

The honor code, as applied to this course, requires that all work must be the original creation of the student and must be created specifically for this class. Use of notes, books, or the Internet, and sharing of information between students during reading quizzes is prohibited

## Special Assistance

If you have a disability (physical, learning, psychiatric, vision, hearing, etc) that may require assistance, please speak with me as soon as possible. In addition, be sure to contact Michelle Rigler in the Office for Students with Disabilities (Phone: 425-4006 / Office: 110 Frist Hall).

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or stop by the office in room 338 of the University Center.

## Class Schedule

Please read the assigned chapter before the first class in which the topic will be discussed.

<b>Week Beginning</b>	Monday	Wednesday
8/17	Intro & Internet Basics	Design Basics Chapter 1
8/24	Web Design Basics Chapters 2 & 3	Page Layout & Storyboarding Chapters 4, 6 & 7
8/31	HTML – Basics Chapter 5	HTML – Tables <b>Site Critique Assignment Due</b>
9/7	Holiday	Workday <b>Storyboard Assignment Due</b>
9/14	Digital Images & Copyright Chapter 11 <b>HTML Assignment Due</b>	Digital Images & Ethics
9/21	Workday	Dreamweaver – Intro Chapter 8 <b>Digital Image Project Due</b>
9/28	Designing with CSS	Designing with CSS
10/5	Work Day	Draft Homepage Critique <b>Draft Home Page Due</b>
10/12	Working With Images	Home Page Revisions & Final Storyboard
10/19	Fall Break	Multimedia Content Chapter 12
10/26	Writing for the Web Chapter 9	Adding Gadget & Other Items
11/2	Workday	Online Advertising & Flash <b>Writing Assignment Due</b>
11/9	Flash (cont.)	Work Day
11/16	Internet Privacy	Work Day <b>Animated Ad Project Due</b>
11/23	Work Day <b>Privacy Assignment Due</b>	Thanksgiving Break
11/30	Student Showcase <b>Final Web Project Due</b>	

# Values and Competencies For Communication Majors

*The University of Tennessee at Chattanooga Communication Department faculty sets the goal of developing within each student these core values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication [competencies in bold are addressed in this course]:*

1. Understand and apply First Amendment principles and the **law appropriate to professional practice.**
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. **Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.**
4. **Work ethically in pursuit of truth, accuracy, fairness and diversity.**
5. **Think critically, creatively and independently.**
6. Conduct research and gather information by methods appropriate to the communications professions in which they work.
7. **Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.**
8. **Critically evaluate their own work and that of others for grammatical correctness, appropriate style, clarity, accuracy and fairness.**
9. **Understand concepts and apply theories in the use and presentation of images and information.**
10. Apply basic numerical and statistical concepts.
11. **Apply tools and technologies appropriate for the communications professions in which they work.**