

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

UTC RECORDS

Title of Proposal – Must begin with Department Abbreviation:

COMM: Modifications to Communication 337 name, description; addition of prerequisite to the course

NOV 20 2008

Check One:  Full Proposal or  Information Item

REGISTRATION

Effective Date for Curricular Offering: Fall 2009

FROM: Betsy B. Alderman, acting head, Communication Department, 5278, Frist Hall 206, Betsy-Alderman@utc.edu (proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? no Please attach explanation if yes.

Faculty of the originating department approved this proposal on Oct. 22, 2008 (date), by a vote of 5 aye votes; 1 nay votes; 0 abstentions; 1 eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Betsy B. Alderman (printed name) [signature] approve neutral disapprove\*

College Curriculum Committee Date: Vote: Signature of Chair:

Spokespersons for Affected Departments:

Joseph M. Wilfirth (name, department, date) [signature] approve neutral disapprove\*

(name, department, date) signature approve neutral disapprove\*

(name, department, date) signature approve neutral disapprove\*

(name, department, date) signature approve neutral disapprove\*

Dean/Director: H. Burkenn [signature] approve neutral disapprove\*

University Registrar: Linda Orth (printed name) [signature], Comments:

Provost: Phil Oldham (printed name) [signature] approve neutral disapprove\*

\*Those who disapprove may attach an explanation

Table with columns: ACTIONS on this proposal, Curriculum Committee, Faculty Senate. Rows include Date the proposal was considered, Vote of the body, Accepted as information item, Approved as submitted, Approved with amendments, Signature of Chair.



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<http://www.utc.edu/commdept>

Monday, November 10, 2008

**TO:** University Curriculum Committee

**FROM:** Betsy B. Alderman, acting head, on behalf of the Communication Department

**RE:** Formal proposal for modifications to Comm. 337

The Communication Department faculty voted 5 aye, 1 nay to accept these changes Oct. 22, 2008. Following are the recommendations for modifications.

The faculty requests the following changes be made to Comm. 337:

1. Modify the name of the course
2. Modify the description of the course
3. Add the prerequisite of Comm. 230, Media Writing 1

**A. Current catalog name and description**

Comm. 337 – World-Wide Web Production (3)

Elementary World-Wide Web production techniques. The focus is on web page building and the use of the World-Wide-Web as a medium of mass communication.

Spring semester. *Laboratory 4 hours. Prerequisites: English 121, word processing proficiency, or approval of instructor.*

**Proposed catalog name and description**

Comm. 337 – Web Design (3)

A broad introduction to Web design, with a focus on effectively presenting images, video, audio, and written material on the Web. Every semester. *Laboratory 4 hours.*

*Prerequisites: Communication 230.*

**B. List of Pedagogical Objectives**

During the course of the semester students 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

**C. Model Syllabus**

See attached current syllabus

#### **D. Model of Evaluation Methods**

Students are evaluated through eight assignments designed to demonstrate the students understanding of the material covered in the course. The eight assignments are:

- Web Site Critique (worth 60 points – 12% of final grade)
- Digital Image Project (worth 60 points– 12% of final grade)
- Storyboard Assignment (worth 10 points– 2% of final grade)
- HTML Assignment (worth 50 point– 10% of final grade s)
- Web Writing Assignment (worth 60 points– 12% of final grade)
- Visual Storytelling Assignment (worth 60 points– 12% of final grade)
- Privacy Policy Assignment (worth 60 points– 12% of final grade)
- Final Web Site Project (worth 140 points– 28% of final grade)

#### **E. Rational For Changes**

The change in course name is sought to simplify and reflect the commonly known name of the Web.

Adding Comm. 230 as a prerequisite will ensure students enrolling in Comm. 337 have some experience in the appropriate writing style for the Web. (Please note that the prerequisite for Comm. 230 is English 121, the previous perquisite on Comm. 377.)

The deletion of *“word processing proficiency, or approval of instructor”* is no longer necessary because Comm. 230 requires that skill.

#### **F. Analysis of consequences**

The vast majority of students who have enrolled in Comm. 337 in past semesters have already had Comm. 230. The addition of the perquisite merely reflects past and current practices. Thus, adding the prerequisite should not alter most students’ ability to enroll in the course.

#### **G. Analysis of relationships to other departments**

Because of the additional prerequisite of Comm. 230, it is unlikely any other students except communication majors or minors, would take the course. Thus, there is no impact on other departments.

# World Wide Web Production

**COMM 337**

Fall 2008

**Class Meetings:** (Frist 205)  
M, W 3:20 p. m. – 5:10 p.m.

**UTC Online Website:**  
<http://utconline.utc.edu/>

**Dr. Charlene Simmons**  
**Charlene-Simmons@utc.edu**

312 Frist Hall

423/425-5208

**Office Hours:**

Mon: 12 p.m. – 1p.m.

Wed: 9 a.m. – 10a.m.

Fri: 9 a.m. – 10 a.m.

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

There is no required textbook for this course. During the semester relevant handouts and readings 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:

- Web Site Critique (worth 60 points)
- Digital Image Project (worth 60 points)
- Storyboard Assignment (worth 10 points)
- HTML Assignment (worth 50 points)
- Web Writing Assignment (worth 60 points)
- Visual Storytelling Assignment (worth 60 points)
- Privacy Policy Assignment (worth 60 points)
- Web Site Project (worth 140 points)

Assignments are due at the end of class. Assignments that are turned in late will be penalized one letter grade (i.e. ten percent of the available points) for each day late.

## 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	299 – 0 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 especially for this class.

## 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

<b>Week Beginning</b>	<b>Monday</b>	<b>Wednesday</b>
8/18	Intro & Internet Basics	Design Basics
8/25	Web Design Basics	Digital Images & Copyright
9/1	Holiday	Digital Images <b>Site Critique Assignment Due</b>
9/8	Digital Images & Ethics	HTML – Basics <b>Digital Image Project Due</b>
9/15	HTML – Tables	HTML Review & Storyboarding
9/22	Writing for the Web <b>HTML Assignment Due</b>	Writing for the Web <b>Storyboard Assignment Due</b>
9/29	Adobe Go Live – Intro	Adobe Go Live <b>Writing Assignment Due</b>
10/6	CSS	CSS
10/13	Adobe Go Live <b>Draft Home Page Due</b>	Portfolios & Files
10/20	Fall Break	Photo Galleries
10/27	Visual Storytelling <b>Revised Home Page Due</b>	Rollovers & Image Maps
11/3	Internet Privacy <b>Visual Storytelling Due</b>	Web Accessibility
11/10	Blogs <b>Privacy Assignment Due</b>	Gadgets & Such <b>Draft Interior Page Due</b>
11/17	Work Day	Work Day
11/24	Work Day & Trouble Shooting	Holiday
12/1	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.**