Syllabus
MCOM 3370 Web Design
Spring 2022

Instructor: Professor Vanessa Joyner
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(The best way to contact me is email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

TA: Liseth Hubbard

Course Overview:

This course will introduce students to a variety of methods for creating websites. They will learn basic HTML, and basic CSS or Cascading Style sheets. The web is ever changing so they will also be introduced to a variety of web platforms and learn how to work with graphics, and dynamic web content. The students will create a PSA website and a portfolio.
Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. Prerequisites: JOUR 2306 Media Design or instructor approved demonstrated competency with software.

Student Learning Outcomes:

1) Know the many theories that are the foundation of web design.
2) To learn WordPress.org, HTML, CSS, Adobe XD for the site presentation. Various methods of creating web design products which can be used for personal and/or commercial publication.
3) Demonstrate a progression in knowledge of the Adobe Creative Suite applications.
4) Have learned various methods of creating visuals that are web design related.
5) Be familiar with industry expectations regarding the creating of a variety of websites such as those created with the use HTML, CSS, WordPress, Squarespace, GoDaddy and more.
Continue to demonstrate a progressive knowledge of web design in regard to image development. Demonstrate an ability to perform several functions of this application. Have knowledge of what it takes to create art suitable for web publication.

Required Textbooks and Readings

Title: Web Design in Easy Steps Paperback – March 25, 2014 by Sean McManus (Author)
Publisher: In Easy Steps Limited; Sixth Edition (March 25, 2014)
ISBN-10: 1840786256 ISBN-13: 978-1840786255

For 24-hour access Adobe Creative Suite applications: Sign up for Adobe Creative Cloud membership: https://creative.adobe.com/plans.

Suggestion:
$50 – $75: Keep additional monies for possible website access and joining professional design organizations.

Tools
Flash drive primarily for those who are working on the school computers.

Lab
Only one class at a time will be permitted in the lab.

Special Course Notes: -- The listed items are required. Details for most in Canvas

A. COURSE SCHEDULE: A course schedule is provided that list day by day what will be covered in class and what assignment may be due.
B. LECTURES/DEMONSTRATIONS – Important material from the text and outside sources will be covered in class. You should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured, outside material relevant to topics being covered.
C. EXERCISES, EXAMS, PROJECTS – Exercises are step by step instructions on how to build the various parts of a web site. These exercises will be from our course books, HTML, CSS, and JavaScript. Exams will be over the knowledge obtained from the course books and by project. Special projects will require an advanced or progressive knowledge of a specific application, site or language.
D. A PC or MACINTOSH COMPUTER – Capable of running graphic applications. A minimum of 8 Gb of RAM or more. The mini computers are not recommended.
E. The computers in CAS 106 are available for your use according to schedule posted.
F. MODULES – Work assigned in (Exams, Exercises, Web Options, PSA Prep, PSA Site, Portfolio)
G. CRITIQUES – Attendance and participation is required.
   Interviewing and responding to feedback
H. SERVICE PROJECT – May be included in which we will work with an actual client.
I. GUEST SPEAKER – To be announced (attendance required)
J. CONSENT FORM – Photography/Video.
K. PARTICIPATION – We will meet Face-to-Face, and when Zoom is necessary; make sure that your face is shown in the class session.
L. MEMBERSHIP in Department Design Club. (Encouraged)
M. MEMBERSHIP in DSVC and attend 1 or 2 events by Zoom or in person. (Encouraged)

Assignments and weights/point values

1. Field Trips/Guest Speakers   10%
2. Exercises   20%
    a. HTML, CSS, JavaScript
    b. PSA Prep
    c. Site Exploration
    d. Attendance
3. Exams or Quiz   40%
4. Projects   30%
    a. HTML Website
    b. PSA Website
    c. Portfolio

    Total: 100%

Grading Scale

A   93% or greater
B   83 – 92%
C   73 – 82%
D   63 – 72%
F   below 63%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time you will receive full credit for late work. Other situations may result in a 10 – 20 pt. grade reduction.

Graded Course Requirements Information: TEC 51.9705 (HB 2504) Detailed information will be provided in class and on Canvas.

1. HTML Exercises
2. CSS Exercises
3. JavaScript Exercises
4. HTML Site
5. PSA Prep
6. Logo, Business Card, Letterhead
7. PSA Site
8. Portfolio

Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)

Note the last date to drop the course is included in the calendar along with the final exam date and time. These are required. Students HIGHLY recommend that you link the assignments to the Canvas calendar. That comes up on their phones

A – Assignment   WD – Web Design
LECT – Lecture   DIS – Discussion   CRIT – Critique

JANUARY 2022					
Module 1: Introduction and Tabloid					
Week		Date	Class Topic	Readings for Next Class	Assignments Due
Wk 1	T	1/11	Introduction/Getting Started	View: Getting Started/Intro Exercise Read: Web Design Ch 1 The web design challenge	
	TH	1/13	Lecture - Intro Exercise - WD Ch 1	Read: WD Ch 2 Planning your website Ch 3 Effective Content Ch 4 Layout and Design Ch 5 Designing Effective Navigation	
Wk 2	T	1/18	Lect. – WD Ch 2, 3,		
	TH	1/20	Lect. – WD Ch 4, 5 Lect. – History of Web		*Exam: Getting Started/ WD 1-5*
HTML, CSS, JAVASCRIPT					
Wk 3	T	1/25	A – HTML, CSS, JavaScript (in place of chapters 6, 7, 8)		
	TH	1/27	Lect. – HTML		
Wk 4	T	2/1	Lect. – CSS		
	TH	2/3	Lect. – JavaScript		
Wk 5	T	2/8	Work on Coding Note: Instructor and TA away at Conference.		
	TH	2/10	Work on Coding Note: Instructor and TA away at Conference.	Read: Web Design Ch's 11, 12, 13, 14, 15, 16	
Wk 6	T	2/15	Lect. – Ch 11, 12, 13		
	TH	2/17	Lect. – Ch 14, 15, 16		*Due: Coding Exercises: (HTML, CSS, JavaScript)*
WEBSITE OPTIONS					
Wk 7	T	2/22	Lect. – Website Options, Demonstrations.		
	TH	2/24	Web Options – Explore 3		*Exam: WD 11-*

			sites in class.		*16, and some Coding questions.*
**PSA PREP**					
Wk 8	T	3/1	A – PSA Prep – Pt 1 • Research • Site Plan • XD • Images • (2 sets) Logo thumbs, Logo, Business Card, and Letterhead		*Due: 3 Site Explorations*
	TH	3/3	Work on Prep		
Wk 9	T	3/8	*Spring Break*		
	TH	3/10	*Spring Break*		
Wk 10	T	3/15	Work on Prep		
	TH	3/17	Critique PSA Prep		*Crit: PSA Prep*
**PSA**					
Wk 11	T	3/22	Lect. – Site Demonstration		
	TH	3/24	Work on site		
Wk 12	T	3/29	Critique – Logo, Business Card, Letterhead		*Crit: Logos, Busi. Card & Letterhead*
	TH	3/31	Work on site		
Wk 13	T	4/5	Work on site		
	TH	4/7	Work on site		
Wk 14	T	4/12	Critique – PSA Website		*Crit: PSA Site*
**PORTFOLIO**					
	TH	4/14	A – Portfolio		
Wk 15	T	4/19			
	TH	4/21			*Crit: Port.*
FINALS					

1. Your Best Story – Supported by great pictures.
2. Topic: How to Build Digital Intelligence

April 4, 2022 – Registration for Fall 2022 begins for juniors.
April 5, 2022 – Registration for Fall 2022 begins for sophomores.
April 6, 2022 – Registration for Fall 2022 begins for freshman.