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

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 various 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 using and presenting 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 the Adobe Creative Suite applications knowledge.
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 to Adobe Creative Suite applications: Sign up for Adobe Creative Cloud membership:
https://creative.adobe.com/plans.

Suggestion:
$75 – $100: Keep additional monies for possible website access, platforms, and possibly joining professional design organizations.

Tools
Flash drive is primarily for those who are working on 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 lists daily what will be covered in class and what assignments may be due.

B. LECTURES/DEMONSTRATIONS – Important material from the text and outside sources will be covered in class. It would be best if you planned to take careful notes as not all information can be found in the texts or readings. Discussion is encouraged, as is student-procured, outside material relevant to the topics being covered.

C. EXERCISES, EXAMS, PROJECTS – Exercises are step-by-step instructions on building various parts of a website. 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 the project. Special projects require an advanced or progressive understanding 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 the schedule posted.

F. MODULES – Work assigned in (Exams, Exercises, Web Options, PSA Prep, PSA Site, and 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) and DSVC is 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   90% or greater
B   80 – 89%
C   70 – 79%
D   60 – 69%

F   below 59%

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

Graded Course Requirements: 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

Week		Date	Class Topic	Readings for Next Class
Week 1	T	1/10	Introduction / Syllabus Getting Started Quiz PSA Icebreaker Activity Due: 1/19	Read: Web Design Ch 1 The web design challenge
	TH	1/12	Read: Web Design Ch 1 The web design challenge	Read: Web Design Ch 2 Planning your website Ch 3 Effective Content Ch 4 Layout and Design Ch 5 Designing Effective Navigation
WEB DESIGN				
Week 2	T	1/17	LECT – Web Design Ch 2, 3	
	TH	1/19	LECT – Web Design Ch 4, 5 LECT – History of Web DUE - PSA Icebreaker & Getting Started Quiz	
HTML, CSS, JAVASCRIPT / WEB DESIGN				
Week 3	T	1/24	A – HTML, CSS, JavaScript, Due 2/21 *(In place of chapters 6, 7, 8)*	
	TH	1/26	LECT – HTML	
Week 4	T	1/31	LECT – CSS	
	TH	2/2	LECT – JavaScript	
Week 5	T	2/7	EXAM – *Web Design Chapters 1-5* Work on Coding	
	TH	2/9	Work on Coding	Read: Web Design Ch's 11, 12, 13, 14, 15, 16
Week 6	T	2/14	LECT – Ch 11-13	
	TH	2/16	LECT – Ch 14-16	
Week 7	T	2/21	DUE – Coding Exercises: (HTML, CSS, JavaScript) EXAM – WD 11-16, and some Coding questions.	
WEB OPTIONS				
	TH	2/23	*LECT* – Web Options, Demonstrations WordPress Demonstration, Adobe XD *A* - Web Options (Explore 3 sites) Due 2/28	
PSA PREP				
Week 8	T	2/28	DUE – Web Options – 3 Site Explorations (Share findings in PowerPoint presentation 10 unique things about each site chosen) *A – PSA Prep, CRIT 1 Due 3/7*	

			• Research – Choose PSA, Form • XD, Site Plan • Images • iPads • Contact Sheet • Template *A* – Essay, Due 3/7	
	TH	3/2	Work on Prep	
Week 9	T	3/7	==CRIT 1== – PSA Prep (Site Plan, Name, Images, Logo Thumbnails, Titles, and Color Scheme, etc.) ==DUE:== *Essay* – Thoughts on site creation PSA Due Dates: CRIT 2, 3/28 CRIT 3 Final, 4/6	
			PSA	
	TH	3/9	LECT – Site Set-Up Demonstration	
==Week 10==	==T==	==3/14==	==Spring Break==	
	==TH==	==3/16==	==Spring Break==	
Week 11	T	3/21	Work on site	
	TH	3/23	Work on site	
		3/23	*Last day to withdraw*	
Week 12	T	3/28	==CRIT 2== – PSA Website	
	TH	3/30	Work on site	
Week 13	T	4/4	Work on site	
	TH	4/6	==CRIT 3 Final== – PSA Website *A* – Portfolio (Logo thumbs, Logo, Business Card, and Letterhead)	
			PORTFOLIO	
Week 14	T	4/11	==CRIT== – Logo, Business Card, Letterhead	
	TH	4/14	Work on portfolio	
Week 15	T	4/19	==CRIT== *1 - Portfolio*	
	TH	4/21	==CRIT== *2 - Portfolio*	
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.