MCOM 3370

Web Design Syllabus

Class Time: T/TH 12:30 pm – 1:45 pm

Course Description

This course will teach students how to create a web site that is impressive and highly functional. They will learn HTML, how to organize and structure pages, format text, add color, create links, add multimedia, and use forms. The course will teach them how to work with CSS or Cascading Style sheets, graphics, and dynamic web content, and uploading their sites to the web, and create HTML for email. Search engine optimization and much more.

Student Learning Outcomes

1. Know the many theories that are the foundation of web design.
2. To learn the Dreamweaver method of creating web design products which can be used for personal and/or commercial publication.
3. Will have the ability to design an original and functional web site that communicates. This site will be created using research and the design process.

Course Goals

1. Students will develop career and communication skills in the area of graphic arts communication areas of research/communication, project management and collaboration, design, and professional print production using graphic design tools.

2. Students will develop a variety of sites using Adobe Dreamweaver. Adobe Flash and Adobe Fireworks will be used to create web graphics and for site development. Additional Adobe CSS products such as, Adobe Photoshop, Illustrator, will be also be used to develop graphics, build layouts.

3. Key skills that will be emphasized are:
   A. Interviewing and responding to feedback
   B. Designing for a variety of audiences and needs
   C. Problem solving that helps support multiple perspectives
D. The design process and effective communication  
E. Peer teaching and evaluation in a collaborative environment  
F. Technical manipulation and web publishing skills

Course Requirements  
Text/Materials:  
Web Design Class 3370  
Wendy Willard (Author)  

HTML A Beginner's Guide [Paperback]  
Wendy Willard (Author)  

Data Files: Instructor will provide instructions for obtaining the Data Files.  
Software: Internet Explorer, Mozilla Firefox, Adobe Dreamweaver CS5, Windows 7 will be used.  
Handouts: Additional handouts may be required. Instructor will provide information on obtaining this material.  

Tools  
Flash drive, 8 ½ x11 tracing pad and “Sharpie” black pen “fine.”

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

Late work  
Late work will not be accepted. Over-sleeping, forgetting project due, not ready, and not knowing are not valid reasons for work not to be turned in, ready, or exam to be taken. Expect to spend time outside of the class to work on your projects. Sometimes as much as 4 hours per week.

Teaching Methods

1. 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.

2. Assignments: Concepts Reviews, Skills Reviews, Independent Challenges and other projects and readings will be periodically assigned to help support and supplement material found in the lessons. These assignments may require the application of various software applications.

3. Quizzes: Occasional scheduled or unscheduled quizzes will be given to help ensure you stay up with assigned material.

4. Exams: Three exams will be given. The exams will be closed book/note and will test assigned readings and material discussed in class. Review sheets will be provided before the exam day. The final exam will not be comprehensive in nature. However, the instructor reserves the right to retest on material that was not appropriately comprehended. These items will be noted on exam review sheets.
5. Internet Support: Check Blackboard for additional information or to post a question about this course.

Course Policies

Missed Classes: You are responsible for obtaining material, which may have been distributed on class days when you were absent. This can be done through contacting a classmate who was present or by contacting the instructor during his office hours or other times. Missed or late quizzes cannot be made up under any circumstances but with good cause and adequate notice, an early quiz may be given. There are no make-up exams. Any uncoordinated, unexcused missed exam will result in a score of 0 for that exam.

Assignments: All assignments are due at the beginning of class on the date due. Late submission of assignments will be assessed a penalty of -20%. No exceptions are made.

Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the University. For more information, refer to the "Academic Dishonesty" policy in the University Undergraduate Catalog.

Need for Assistance: If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

Posting of Grades: Final grades will not be posted. If you wish to have your final grade sent to you, please bring a self-addressed, stamped envelope to the final exam.

Electronic Devices

Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your back pack during class.

Use Of Computers In Class

Keyboards must be placed to the right of each monitor and remain untouched during class unless otherwise instructed to use the computer as part of an in-class assignment. Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters.

Students Rights And Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www.uttler.edu/wellness/rightsresponsibilities.php

Attendance And Tardiness Policy

This class will meet on Tuesday and Thursday from January 13, 2014 through May 1, 2014. Study Day is the 5th of May, Finals 10th – 12th of May. Attendance in the course is mandatory: however, there are times when an absence is unavoidable. Three absences are allowed – this includes illness, university-sponsored activities, etc. A fourth absence will lower the final grade by 5 percentage points. A fifth absence will lower the grade by 10 percentage points. See the current UT Tyler catalog for the university’s policy on student responsibility for missed classes and assignments. Be familiar with the university’s drop policy. Students who anticipate being
absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting. **Students over 15 minutes late are considered absent. If a student must be absent the day an exam or presentation is scheduled, he/she must notify the instructor before class time. No make-up tests or presentations will be allowed.**

**Work or Job:** Do not schedule work during class hours. Do not schedule university activities during class hours. It is not appropriate to work on other classes’ projects during our class time.

*It is best that you obtain a partner that will assist you in keeping up with the class. It is not the instructors’ responsibility to keep you informed in the event of your absence. I will not send additional emails to you or updates or brief you at the beginning of the next session.*

*Incomplete – Will not be given unless circumstances are totally out of your control and will not be given for excessive absences.*

*Note: Attendance at field trips and for guest speakers is mandatory. To not attend is an automatic 0.*

**State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance.

Please contact the Enrollment Services Center if you have any questions.

**License To Right Of Work Product**

Enrollment in the course constitutes your understanding and agreement that work submitted for grade/credit becomes the property of the instructor. You should make personal copies before submitting the original to the instructor for grading.

**Note Regarding Student Absence Due To Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of the semester.

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**Academic Honesty Policy**

Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker’s or writer’s indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action.
Grade Replacement

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
  - Being reinstated or re-enrolled in classes after being dropped for non-payment
  - Completing the process for tuition exemptions or waivers through Financial Aid

Social Security Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Ada Policy

Under Federal and state laws, students with documented disabilities are entitled to reasonable accommodations to ensure the student has an equal opportunity to perform in class. If you have a disability, including a learning disability, for which you request disability support services/accommodation(s), please contact Ida MacDonald in the Disability Support Services office to make appropriate arrangements. In accordance with federal law, a student requesting disability support services/accommodation(s) must provide appropriate documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 282. The telephone number is 903-566-7079 (TDD 565-5579). Additional information is available at the following UT Tyler Web address: http://www.uttyler.edu/disabilityservices

Disability Services

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.
Emergency Exits And Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not reenter the building unless given permission by University Police, Fire department, or Fire Prevention Services.