

The University of Texas at Tyler

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Office Hours: W 11:00 AM – 2:00 PM. Zoom appointments preferred.

*Spring
2021*

MCOM 3370.001 – T TH 3:30 PM – 4:50 PM, CAS 106

Web Design Syllabus

Course Description

INTRODUCTION

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.

Competency: Mediated Presentation

Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for web site development.

Course Structure

Learning: In-class

Modules: Web Design planning, Code, Web Options, Portfolio

Communication: By email

- 1. Learning Activities: By exercise, test, and special projects. Exercises are step by step instructions on how to operate various web applications, how to write for the web, develop web content that works, image manipulation for web use. Testing will be over the knowledge of Web Design, the course book. Special projects will require an advanced or progressive knowledge of a specific application.*

COURSE SCHEDULE: List day by day what assignment is due.

Course Objectives

1. Express knowledge of a variety of ways that web sites may be developed.
2. 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.
3. Demonstrate the use of HTML and CSS for basic web development.
4. In a section called Web Options learn and about a variety of web sites that are available.
5. Understand WordPress, GoDaddy, and Squarespace for web development.
6. 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.

Student Learning Outcomes

Students will understand and apply concepts and theories in the use and presentation of building website. The websites created may be used for personal or professional usage. They will also be able to determine when a web developer may be needed to accomplish the completion of a website.

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. 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.
4. Have a knowledge of developing graphics to build layouts.

Course Goals

1. Key skills that will be emphasized are:
 - A. Interviewing and responding to feedback to better our results.
 - B. Designing for a variety of audiences and needs.
 - C. Researching a topic and appropriately expressing it to an audience.
2. Problem solving that helps support multiple perspectives.
3. The design process and effective communication.
4. Peer teaching and evaluation in a collaborative environment.
5. Technical manipulation and web publishing skills.

Where to Get Help

My contact information will be on the Syllabus and under "Introduction."

Technical and/or computing support is available from Campus Computing Center daily from 7 AM to 11 PM, and the weekends from 12 PM to 10 PM. You may also email them at itsupport@uttyler.edu, or <http://uttyler.edu/ccs/> or phone at (903) 565-5555 (x 5555 on campus).

More campus services are available by viewing this guide. <http://lms-media.uttyler.edu/fileman/oid/resource/index.html#Campus>

The Canvas Help website is available at: <https://community.canvaslms.com/docs/DOC-10701-canvas-student-guide-table-of-contents>

Upswing: Free 24/7 online tutoring program for undergraduate students, UpSwing. Students can access UpSwing directly at: <https://uttyler.upswing.io/>

Required Text

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>.

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.

Late Work

Late work is discouraged. Homework expectation may be 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.
Zoom – A Zoom link is provided each session for those who cannot attend due to illness. Everyone is expected to attend class at least one day a week and Zoom on the other day.
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: Possibly 3 major exams will be given. The exams will be closed book/note and will test assigned readings and material discussed in class. The final exam will not be comprehensive in nature. However, the instructor reserves the right to retest on material that was not appropriately comprehended.

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 her office hours or other times. I will not have regular meetings to cover what was missed in class.

Assignments: All assignments are due at the beginning of class on the date due. Late submission of assignments will be assessed a penalty of up to 10 pts. No exceptions are made. Quizzes can be made up with good cause and adequate notice, an early quiz may be given and the same for exams. Missed exams may result in a score of 0 for that exam.

Note: Regularly missing class for work or just because will decrease the likelihood of a passing grade.

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 the [SARS](#), or the UT Tyler Student Accessibility and Resources office as soon as possible.

Posting of Grades: In MyUtyler.

Electronic Devices

Turn off all electronic devices including cell phones and MP4 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 backpack during class.

Attendance and Tardiness Policy

Classes meet Thursdays, January 11, 2021 through April 23, 2021. Study Day April 26, 2021. Class attendance is mandatory; however, there are times when an absence is unavoidable. These rules are for normal circumstances. We are in anything but normal circumstances right now.

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 30 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 if the instructor is not given a legitimate excuse BEFORE the time of the exam or presentation.

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

Note: Attendance at field trips and for guest speakers is mandatory.

Use of Computers in Class

Allowed.

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.uttyler.edu/wellness/rightsresponsibilities.php>

Student Email Policy

UT Tyler's Patriot Email system serves as the electronic communication source for corresponding with students. Upon acceptance for admission to UT Tyler, students are issued a unique Patriot Email address. Please check your Patriot Email account regularly. Important information from the university will be distributed to you through your Patriot Email account, and it will be the communication source for Canvas. For more information about Patriot Email or to access your account, click Patriot Email under UT Tyler Logins on the UT Tyler home page (www.uttyler.edu).

Copyright Issues

For more information see the following link.

<http://creativecommons.org/>

Academic Dishonesty and Original Work

Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students also have a special obligation to adhere to such standards. It is your responsibility to become familiar with the material in [A Student Guide to Conduct and Discipline.pdf](#) at UT Tyler concerning university regulations regarding academic dishonesty, and the definitions of cheating and plagiarism that it contains. In general, plagiarism is the unauthorized use of published or unpublished material as well as not giving proper credit to the source.

The term **plagiarism** includes, but is not limited to:

- a) use by paraphrase or direct quotation of the published or unpublished work of another person without fully or properly crediting the author with footnotes, citations or bibliographical reference

- b) unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials

- c) acknowledged use of work/materials that have been produced through collaboration with others without release in writing from collaborators.

Therefore, cheating and plagiarism will NOT be tolerated. The student will receive a 0 on the assignment for cheating or plagiarism, and in severe cases, the student will fail the course. I WILL report any case of academic dishonesty to the proper channels within the university. If you have any questions or hesitations, please feel free to talk to me.

Video created to address this issue:

<https://www.youtube.com/watch?v=nmKsbYwtrco>

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 [6-Drop 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.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, (or the event sponsor) please notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Tobacco Policy

UT Tyler a Tobacco-Free University:

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quit lines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Gun Policy

"We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>."

Academic Honesty Policy

Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students also have a special obligation to adhere to such standards. It is your responsibility to become familiar with the material in [A Student Guide to Conduct and Discipline.pdf](#) at UT Tyler concerning university regulations regarding academic dishonesty, and the definitions of cheating and plagiarism that it contains. In general, plagiarism is the unauthorized use of published or unpublished material as well as not giving proper credit to the source.

The term **plagiarism** includes, but is not limited to:

a) use by paraphrase or direct quotation of the published or unpublished work of another person without fully or properly crediting the author with footnotes, citations or bibliographical reference

b) unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials

c) acknowledged use of work/materials that have been produced through collaboration with others without release in writing from collaborators.

Therefore, cheating and plagiarism will NOT be tolerated. The student will receive a 0 on the assignment for cheating or plagiarism, and in severe cases, the student will fail the course. I WILL report any case of academic dishonesty to the proper channels within the university. If you have any questions or hesitations, please feel free to talk to me.

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.

Therefore, cheating and plagiarism will NOT be tolerated. The student will receive a 0 on the assignment for cheating or plagiarism, and in severe cases, the student will fail the course. **I WILL report any case of academic dishonesty to the proper channels within the university.** If you have any questions or hesitations, please feel free to talk to me.

Evaluation and Grade Calculation

Assignments	20%
Exams/Quizzes	40%
Projects	40%
Total	100%

A = Outstanding. This grade is for work of clearly professional quality (publishable or broadcast ready). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

B=Good. This grade is for work of clearly professional quality (publishable or broadcast ready). The design/layout/writing is clear and well-organized; it requires virtually no editing. The design meets the highest criteria of the project evaluation matrix. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation which uses the elements of visual design and composition correctly and creatively, and nearly flawless design/layout/writing.

C=Adequate. This grade is for work that indicates a problem in at least one area, such as use of some elements of visual design and composition, diplomacy or strategy. It does not measure up to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D=Unacceptable Performance. This grade is for work that is clearly unacceptable even in a classroom setting. The design/layout does not use the elements of visual design and composition correctly or at all. The design is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F= Failing. This grade is for work that is not completed in a professional, timely way. For whatever reason, it suggests that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, design, or production processes.

Grading Assumptions

The grading process starts with the assumption that the work is "good," which earns a grade of "B." (See "good" definition above.)

You may create a design project with no errors that earns a "B."

Strong and (when appropriate) clever design concepts/layouts that clearly support the strategic message and client needs help boost design projects to the "A" category. Also, exceptional reporting, diplomacy and adherence to strategy can boost stories to the "A" category.

Fact errors, poor organization, grammar/spelling/usage errors, unsound strategic judgment, bad diplomacy, missed deadlines and/or failure to follow proper style, techniques, and format will lower an assignment's grade.

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 Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Disability Services (cont'd)

Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu .

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.

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.

Additional Syllabus Information

Important Covid-19 Information for Classrooms and Laboratories

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

Resources for Success for UT Tyler Students

Faculty Office Hours: These are times when you can meet with your faculty to ask questions about the content, better understand the discipline, make career connections and more. Make use of office hours. Faculty list three hours a week (minimum) that they are available to you and also provide an appointment option if you have class or work during their office hours.

Writing Center: The Writing Center provides all undergraduate and graduate students a place to work on their writing projects and skills. There are tutoring options as well as workshops available to support you in your academic writing.

Math Learning Center: The Math Learning Center provides drop-in tutoring for lower-level math courses throughout the week. The MLC also has computer workstations for your use.

PASS Tutoring Center: The PASS Tutoring Center supports a variety of courses. Due to COVID-19, we are asking that you schedule an appointment for your face-to-face tutoring support. Tutoring is also available through Zoom tutoring sessions. Check the website to see the courses supported for the Fall 2020 term.

Supplemental Instruction (SI): SI is a series of weekly peer-assisted study sessions in courses identified by previous students as difficult. Due to COVID-19, SI sessions will be conducted face-to-face and via Zoom this fall. Check the website to see the support courses for the Fall 2020 term.

Upswing (24/7 Online Tutoring): Upswing is a free, confidential, and convenient way to receive help in nearly all of UT Tyler's undergraduate courses.

Robert R. Muntz Library Staff: UT Tyler has an incredible staff of librarians ready to assist you. [Discipline/major library liaisons](#) are available to support you and you can also schedule appointments for research consultations. In addition, the Robert R. Muntz library's Head of University Archives and Special Collections can assist you with scholarly communications, primary sources, and archive materials.

Canvas 101: This Canvas course provides you with a wealth of information – including how to navigate in Canvas, use ProctorU (and even take a practice test), tips for being a successful online and hybrid learner, how to use Zoom, and more!

Digital Support Toolkits: Digital Support Toolkits are supplemental materials generated by faculty to help you be successful in targeted courses typically taken by our freshman and sophomore population. Students registered in Digital Support Toolkits supported courses will find these in their Canvas dashboard. You don't have to register – just take advantage of this great resource.

[UT Tyler Testing Center](#): The Testing Center provides securing testing opportunities to meet the needs of students and the community in an environment conducive to student and academic success.

[Student Accessibility and Resource \(SAR\) Office](#): The SAR Office works to provide students equal access to all educational, social, and co-curriculum programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

[Student Counseling Center](#): The Student Counseling Center supports students in developing balance, resiliency, and overall well-being both academically and personally. They have in person and virtual counseling options. In addition, the Student Counseling Center offers [TAO](#), a self-help, completely private online library of behavioral