# SYLLABUS – SPRING 2026
# MCOM 3370 Web Design
## Online

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 CSS (Cascading Style Sheets). The web is ever-changing, so they will 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:**

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| 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

**Web Design in Easy Steps** Paperback – by Sean McManus (Author) Publisher: In Easy Steps Limited; Seventh Edition, April 2023, The book can be purchased here.

Library – Free ebook

**Convert! : Designing Web Sites to Increase Traffic and Conversion** by Ben Hunt

https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=661607

Publisher, John Wiley & Sons

**Build Your Portfolio Website with HTML and CSS** / 90 min

Instructor: Harrison Kong

Coursera Project Network

https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/build-portfolio-website-html-css?authProvider=uttyler#details

**HTML and CSS: Building a Single-Page Website** / 1:55 min
Instructor: Khaled M. Attia
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/html-css-single-page?authProvider=uttyler&source=search

**Build a Portfolio Website with HTML, CSS, and JavaScript** / 7 – 9 Hrs
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/showcase-build-a-portfolio-website-html-css-javascript?authProvider=uttyler#details

IBM Front-End Developer Professional Certificate, Coursera
11 Courses / 3 months / 10 hours a week

**Create a website with MailChimp** / 2.5 Hrs
Instructor: Angelo Paolillo
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/create-a-website-with-mailchimp?authProvider=uttyler&collectionId=skill~web-design&source=related-skill

For 24-hour access to Adobe Creative Suite applications, Sign up for Adobe Creative Cloud membership at
https://creative.adobe.com/plans.
Or, you may use the computers in CAS 106 when no class is in session.

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 based on knowledge from the course books and projects. 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 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. GUEST SPEAKER – To be announced (attendance required)
I. CONSENT FORM – Photography/Video.
J. PARTICIPATION – This course is online. It is a good idea to select a partner to keep you up to date on any content you may have missed or for clarification.
K. MEMBERSHIP in Department Design Club. (Encouraged) and DSVC is encouraged.


## Assignments and weights/point values

1. Exercises                                          30%
   a. HTML, CSS, JavaScript
   b. PSA Prep
   c. Site Exploration
2. Exams or Quiz                                      30%
3. Projects                                           40%
   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 that 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   LEC – Lecture    DIS – Discussion    CRIT – Critique*

| | | | WEB DESIGN SPRING 2026 | |
|---|---|---|---|---|
| | | | *Unit 1: Introduction* | |
| *Week* | | *Date* | *Class Topic* | *Readings for Next Class* |
| Week 1 | M | 1/12 | Introduction / Syllabus, Getting Started Quiz and PSA Icebreaker Activity, Quiz: 1/21 | Read: Web Design Ch 1 The web design challenge |
| | W | 1/14 | LEC <br>• History of Web, Quiz 1/ 21 <br>• Ch 1 The web design challenge, Quiz 2/2 | Read: Web Design Ch 2 Planning your website Ch 3 Effective Content Ch 4 Layout and Design Ch 5 Designing Effective Navigation Ch's 1 – 5, Exam 2/2 |
| Week 2 | M | 1/19 | <mark>MLK Holiday</mark> | |
| | | | **WEB DESIGN BOOK** | |
| | W | 1/21 | LEC – Web Design book <br>• Ch 2 Planning your website <br>• Ch 3 Effective Content <br>Exercises: Ch 2 and 3, Due 2/2 | Due: Getting Started Quiz and PSA Icebreaker Activity, History of Web by 11:59 PM. |
| Week 3 | M | 1/26 | LEC – Web Design book <br>• Ch 4 Layout and design <br>• Ch 5 Designing effective navigation <br>Exercises: Ch 4 and 5, Due 2/2 | |
| | W | 1/28 | LEC – Web Design book <br>• Ch 10 Tools for website design <br>• Ch 13 Promoting your website <br>• Ch 14 Measuring your success <br>Exercises: Ch 10, 13, 14, Due 2/2 | |
| Week 4 | M | 2/2 | | <mark>Exam:</mark> Ch's 1 – 5, History of the Web. <br>Exercises: Ch's 1 – 5 |
| | | | **CODING** | |
| | W | 2/4 | LEC – HTML, CSS, JavaScript, and Certificates <br><br><mark>ASSIGN</mark> – HTML, CSS, JavaScript, All due by 3/2 (In place of chapters 6, 7, 8, and 9) <br>• HTML Lessons, Due 2/16 | You will need all of the allotted time for your coding. <br><br>All coding due, 2/24 (See due dates for each scripting language) |

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| | | | • CSS Lessons, Due 3/2<br>• JavaScript Lessons, Due 3/2<br>• Certificates, Due 3/2 | Certificates due, 2/24 |
| Week 5 | M | 2/9 | Work on Coding - HTML | Exam: Ch's 10, 13, 14<br>Exercises: Ch's 10, 13, and 14 |
| | W | 2/11 | Work on Coding – HTML | |
| Week 6 | M | 2/16 | Work on Coding – HTML | *DUE* - HTML Lessons |
| | W | 2/18 | LEC – Review HTML / CSS / JavaScript / Discuss Certificate<br>Begin working on CSS / JavaScript | |
| Week 7 | M | 2/23 | Work on Coding – CSS / JavaScript | |
| | W | 2/25 | Work on Coding – CSS / JavaScript | |
| **WEB OPTIONS** | | | | |
| Week 8 | M | 3/2 | LEC<br><br>• Web Demonstrations<br>• WordPress Demonstration<br>• Figma<br>• Adobe Express: 1-page website<br><br>ASSIGN - Web Options (Explore 10 sites) Due 2/25 – Choose sites from list of options in Canvas. | *DUE – CSS and JavaScript Lessons, and Certificates* |
| | W | 3/4 | WordPress Demonstration | |
| Week 9 | M | 3/9 | Spring Break | |
| | W | 3/11 | Spring Break | |
| **WEBSITE** | | | | |
| Week 10 | M | 3/16 | ASSIGN – PSA Prep, *CRIT 1 Due 3/11*<br>• Research – PSA will be one working on.<br>• Logo<br>• Thumbnail sketches<br>• Figma for Site Plan<br>• Images<br>• iPads / Can borrow<br>• Contact Sheet for images to be used<br><br>Template to add all of your content to for critique and discussion. | |
| | W | 3/18 | LEC<br>PSA Prep – Answer questions<br><br>*DUE* – Web Options – 10 Site Explorations, Post in | Quiz: Test knowledge of Web Option and PSA Prep instructions. |

| | | | Discussion as a Canva Infographic. | |
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| Week 11 | M | 3/23 | CRIT 1 – PSA Prep (Site Plan, Name, Images, Logo Thumbnails, and Finished Logo, Titles, and Color Scheme, etc.)<br>PSA Due Dates:<br>CRIT 2, 4/1<br>CRIT 3 Final, 4/15 | |
| | W | 3/25 | Work on site | |
| Week 12 | M | 3/30 | Work on site | |
| | W | 4/1 | CRIT 2 – PSA Website (5 pages) | |
| PORTFOLIO | | | | |
| Week 13 | M | 4/6 | Work on site<br><br>ASSIGN – Portfolio (Logo thumbs, Logo, Business Card, and Letterhead) | |
| | W | 4/8 | Work on site | |
| Week 14 | M | 4/13 | CRIT 3 Final – PSA Website | |
| | W | 4/15 | CRIT 1 – Logo, Business Card, Letterhead | |
| Week 15 | M | 4/20 | CRIT 2 – Portfolio | |
| | W | 4/22 | CRIT 3 – Portfolio | |
| | | 4/27 | Finals Weeks | |