

The University of Texas at Tyler  
Instructor: Vanessa Joyner, Phone: 903.566.7301

Urgent messages (absences/sick) to: [vjoyner@uttyler.edu](mailto:vjoyner@uttyler.edu)

Office Hours: Wednesday 10 – 1 PM. Please email me and let me know if we need to set up a special appointment.

Spring  
2018

MCOM 3370.001 – THURSDAY 2:00 PM – 4:45 PM, HPR 275

# 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. How to work with graphics, and dynamic web content, and uploading their sites to the web. The primary application used will be Adobe Muse.

---

### COURSE STRUCTURE

LEARNING: In-class

MODULES: Web Design planning, Code, Adobe Muse, Web writing

COMMUNICATION: By email

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: A course schedule will be provided that will 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 Adobe Photoshop in regards 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. Understand how to use HTML and CSS for basic web development. Know how to work HTML and CSS within Dreamweaver and create pages with the use of Notepad.
4. Understand the variety of web sites that are available and what makes each of them unique.
5. Understand Adobe MUSE 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 the Adobe Dreamweaver, HTML, CSS, and MUSE 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.
4. Will be also be used to develop graphics, build layouts.

---

## **COURSE GOALS**

1. Key skills that will be emphasized are:
  - A. Interviewing and responding to feedback
  - B. Designing for a variety of audiences and needs
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**

We are asking that we use the Q&A in the Discussion Board for questions. This area will be monitored from 8 a.m. to 5 p.m. Monday through Friday. All of you are welcome to answer any questions. You have the option of posting anonymously if you like.

Your instructor will be available from 8 a.m. to 5 p.m. Monday through Friday. 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 a.m. to 11 p.m., and the weekends from 12 p.m. to 10 p.m. You may also email them at [itsupport@uttyler.edu](mailto: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 Blackboard Help website is available at: [https://help.blackboard.com/en-us/Learn/9.1 SP 12 and SP 13/Student](https://help.blackboard.com/en-us/Learn/9.1_SP_12_and_SP_13/Student)

## 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

**Title:** *Adobe Muse CC*

ISBN(s):9780133854213, 0133854140, 9780133854145, 0133854183, 9780133854183

Author(s): Brian Wood

Publisher: Adobe Press PTG

Copyright year: © 2015 Pages: 395

Edition: 1<sup>st</sup>

Link to order: <https://www.vitalsource.com/textbooks?term=9780133854183>

For 24 hour access Adobe Creative Suite applications: Sign up for Adobe Creative Cloud membership:

<https://creative.adobe.com/plans>.

## 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.

## Attendance and Tardiness Policy

Classes meet Thursdays, January 16, 2018 through May 4, 2018. Final April 26, 2018. Class attendance 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 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. 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.

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

## **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.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 BlackBoard. 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](http://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 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, you (or the event sponsor) must

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](http://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**

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.

## **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](mailto: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.