

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

Email projects only to: utwork9@att.net
Urgent messages/absences/sick to: vjoyner@uttyler.edu

Office Hours: W 3:00 p.m. – 6:00 p.m. /or appointment.
Setting up Patriot account:<https://www.uttyler.edu/registrar/tutorials/patriotaccounttutorial.pdf>

Spring
2014

MCOM 3370

Web Design Syllabus

Class Time: T/TH 12:30 pm – 1:50 pm

Course Description

INTRODUCTION

This course will introduce students to a variety of methods for creating websites. They will learn basic HTML, how to organize and structure pages, format text, add color, create links, add multimedia, and use forms. The course will teach basic CSS or Cascading Style sheets, graphics, and dynamic web content, and uploading their sites to the web. In addition to basic HTML, review Adobe Dreamweaver, and work more extensively with Adobe Muse.

COURSE STRUCTURE

LEARNING: In-class

MODULES: The applications will be learned by module.

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, Textedit or Kumpozer.
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, 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

Course Requirements

Text/Materials:

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

Lynda.com Courses: \$40.00 (Writing for the Web, HTML Essential Training, Muse Essential Training, Designing Web Sites from Photoshop to Dreamweaver, Designing a Portfolio Website with Muse) *Link will be forthcoming. Do not pay for this ahead of time.*

Adobe Creative Cloud membership: <https://creative.adobe.com/plans> . There is an option for month to month or yearly membership.

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.uttyler.edu/wellness/rightsresponsibilities.php>

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.

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.

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.

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.