

**COURSE SYLLABUS**  
**COJO 4530: Web Design**  
Spring 2016  
TR 1:20 p.m. - 2:35 p.m.  
Classroom Building, Room 207

**Course Blog:** <http://uwyojournalism.com>

Instructor: Dr. Kristen D. Landreville  
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Office Hours: TR 10:30 a.m. – 12 p.m.  
And by appointment  
\*You're welcome to drop by my office anytime as well. I'm frequently in my office from 9:30 a.m. to 4:30 p.m. If I'm available, I will meet. If I'm busy, you will be asked to schedule an appointment.

### **COURSE DESCRIPTION**

The purpose of this class is to understand the theory and logistics behind good web and interactivity design. Web design and interactivity theory includes usability and accessibility concepts (e.g., site navigation and organization) as well as artistic design concepts (e.g., color, line, and layout). The course provides the skills needed to create and maintain a professional portfolio website that showcases your communication and design talents. You will learn web design principles (HTML, CSS, and Dreamweaver). Careers in which these skills can be applied include journalism, public relations, advertising, graphic design, and marketing.

Prerequisite: COJO 1000 and 9 hours in the COJO department

### **WHAT TO EXPECT IN THIS COURSE**

The world of communication is changing. The internet, Web 2.0, smart phones, and tablets have increased interactivity and mobility of information exchange. This course will provide another crucial step in your understanding of multimedia – advanced web design and production. Creating your own website to showcase your professional work is an important endeavor. You have better control over how people view your professional work (e.g., your photography, slideshows, audio interviews, writing, etc.). In essence, you will begin to brand yourself and your work by creating your own portfolio website. You may include work that you completed in previous coursework on your website as well as any other professional work you've accumulated from internships or previous courses.

### **LEARNING OUTCOMES**

This course is designed to help you:

- (1) Create usable, accessible, and well-designed websites.
- (2) Familiarize yourself with HTML, CSS, Photoshop, and Dreamweaver
- (3) Understand principles of navigation and interactivity

(4) Think critically about the implications of web design

### REQUIRED BOOKS \*\*\*

Krug, S. (2014). Don't Make Me Think! A Common Sense Approach to Web Usability. 3<sup>rd</sup> Edition. New Riders.

Robson, E., & Freeman, E. (2012). Head First HTML and CSS, 2<sup>nd</sup> Edition. O'Reilly Media, Inc.

### RECOMMENDED BOOK \*\*\*

**This a reference-style book that provides quick look-up for HTML and CSS questions.**

Castro, E. & Hyslop, B. (2012). HTML5 & CSS3, 7th edition: Visual Quickstart Guide. Peachpit Press. ISBN-13: 978-0-321-71961-4

\*\*\* You can find all of these books on the library website. Go to <http://www-lib.uwyo.edu/>, then E-Journals and E-Books, then E-Books, then type the first few words of the book's name. They are Safari Technical Books.

### GRADING SCALE

Letter Grade	Grade Points	Definition
A	4.0	Exceptional
A-	3.67	
B+	3.33	
B	3.00	Very Good
B-	2.67	
C+	2.33	
C	2.00	Fair
C-	1.67	
D+	1.33	
D	1.00	Poor
F	0	Failure

### COURSE EVALUATION

There are no quizzes, tests, or exams in this course. Thus your assignments must be completed, and completed properly, if you would like to earn a good grade. The class has 500 points total. Your grade is based on the following assignments:

Assignments	Percentage of Grade	Points
Website with Linked Pages	10%	50
Design and Layout Draft	10%	50
Domain Name Registration	10%	50
Website with Images	10%	50
Website with CSS Styling	15%	75
Website with CSS Formatting & Layout	15%	75
Final Website with CSS Layout, Navigation, and Interactivity; Final Paper on Website Explanation	30%	150

You will receive instructions and grading rubrics for the assignments as they come up during the course. You will receive more detail about the specific assignment due dates as they come up as well.

### **POLICY FOR LATE ASSIGNMENTS**

All work is due on the designated date by 11:59 p.m. Mountain Time.

By definition, missed and late assignments are below average, and are unfair to those who are prepared. Missed and late assignments receive a zero.

If you know in advance that you not be able to meet a course requirement deadline, you may contact me and explain your situation. I may grant an extension on a course requirement deadline if your excuse is documented and/or out of your control.

Even in cases that I grant an extension, you may still have 10% deducted from your grade for *each day* it is late (including weekends). Assignments submitted more than one week late will not be graded unless there is an exception made by the instructor and you have communicated with the instructor about this arrangement.

If you do not communicate with me and/or do not have any documentation, then the instructor reserves the right not to distribute points for late assignments.

You have **ONE week** after an assignment grade is posted to contest the grade given.

### **NOTE ABOUT REQUIRED USB FLASH DRIVE AND/OR PORTABLE HARD DRIVE**

Students should carry with them a back-up of all of their files on a separate disk, and/or should have their files backed up on their personal computers, and/or should email their work to themselves on a regular basis. In case of an emergency, it is imperative, therefore, that you regularly back up your work on multiple locations: a laptop, another computer, a portable hard drive, a USB flash drive, cloud service, email. If the work you submit for grading is lost, we cannot replace your files. Hence, it is your responsibility to make sure that you have all your files backed up. ***You should always have a backup of your work.***

### **SOFTWARE AND COMPUTER LAB ACCESS**

You will need access to the Adobe Creative Suite (Dreamweaver and Photoshop, in particular). This is standard software on university computer labs. For a complete list of software on Univ. of Wyoming campus computers, as well as open computer lab times, see <http://microlab.uwyo.edu/Labs/software.asp>.

Keep in mind that Ross Hall 423 is a computer lab that is open during most times throughout the day. Ross Hall 423 is the closest computer lab to my office, in case you have any questions and need my assistance.

### **DOWNLOADING TRIAL SOFTWARE**

If you have your own computer, you can download a trial version of Photoshop and Dreamweaver from Adobe.com. However, the trial period lasts only 30 days. I recommend

that you download the software during the time when you're working on the final version of your website.

## **CREATING A LEARNING ENVIRONMENT**

### **Attendance is REQUIRED**

Attendance is REQUIRED. This class is based on hands-on learning. Your attendance, therefore, is crucial to your success and the success in the class. You are expected to be prepared for class—having done the reading and/or assignments for the day before arriving—and attentive during class. Do not plan to multitask during class meetings. Please do not come to class late or leave class early, doing so is disruptive to class.

Because attendance is required **if you miss more than 4 class meetings**, then I will begin to deduct points from your final point total in this class. After the 4<sup>th</sup> absence, then I will **deduct 15 points** from your final point total **FOR EACH ADDITIONAL ABSENCE**.

If you must be absent, please notify the instructor in advance and plan to obtain notes from a classmate. If you do not communicate with me and/or do not have any documentation of your absence, then the instructor reserves the right to mark you as absent.

UNIREG 6-713 states that students with official authorized absences shall be permitted to make up work without penalty in classes missed. Contact the Dean of Students Office for authorized absences.

### **Class Participation**

All students are encouraged to **participate in class**. The goal of this class is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone about web design and production. To a substantial extent, the benefits derived from this course are facilitated by students' willingness to expose their work and viewpoints to the scrutiny of the instructor and their peers. Although scrutiny can involve criticism and questioning, you are NOT permitted to be rude, aggressive, demeaning, disrespectful, condescending, or otherwise have a bad attitude toward others' opinions and work.

### **Personal Electronics and Behavior-in-Class Policy**

Respect your fellow students and the instructor by turning off all cell phones before class. Additionally, you are not permitted to text, use Facebook, sleep, read non-requested materials, or engage in other distracting behaviors. The first violation of this rule will result in a warning. The second violation of this rule and beyond will result in 5 points being removed from your final calculated grade in the class for each violation. Moreover, you may be asked to leave the class and you will not be allowed to make up any missed points for that class period for the second violation and beyond.

### **Student-Teacher Communication Policy**

Email operates 24/7, but your instructor does not. I will endeavor to respond within one business day to your email, so please make your email communication with me count.

Email is a professional document, so please use complete sentences and correct grammar in all email with instructors.

I want to emphasize that in-person office hours are the best way to resolve grade issues and assignment questions. Electronic communication via email should be reserved for short, specific, and quick questions only.

I will occasionally email you clarifications to assignments and class announcements or reminders. Please check your email at least once a day and definitely the afternoon/evening before our next scheduled class session.

### **Statement about Academic Honesty**

The University is built upon a strong foundation of integrity, respect, and trust. All members of the University community have a responsibility to be honest and the right to expect honesty from others. Any form of academic dishonesty is unacceptable to our community and will not be tolerated. Students should report suspected violations of standards of academic honesty to the instructor. Refer to UNIREG 6-802, section 3, for more details.

Your written work must be your own. If you wish to use someone else's idea(s) or word(s) in one of your writing assignments, YOU MUST GIVE THAT PERSON CREDIT in your text by correctly citing the source. Failure to do so constitutes plagiarism, a serious academic offense that brings with it such dire consequences as failure of this class, suspension from the University, and worse. If you have questions about citing sources, please ask the instructor. Ignorance and being too busy to do your own work are not defenses for plagiarism.

### **DISABILITY POLICY**

If you have a physical, learning, or psychological disability and require accommodations, please let me know as soon as possible. You will need to register with and provide documentation of your disability to University Disability Support Services (UDSS) in SEO, Knight Hall, Room 330, 766-6189, TTY: 766-3073.

### **Tentative Course Schedule**

<b>Week 1   Jan. 25 - Jan. 29</b>	<b>Readings</b>
Syllabus	R&F = HTML & CSS Book Krug = Don't Make Me Think
Getting a job in journalism code	<a href="#">Online Reading</a>
Introduction to portfolio website project	R&F: Introduction
Examples of portfolio websites: Great, Good, and OK	Krug: Introduction, Ch. 1
Basic design principles for non-designers	
Typography on the web	
Usability in navigation: Layout and navigation	

How to recognize good and bad design	
Brainstorming for website structure and design	
<b>Week 2   Feb. 1 - Feb. 5</b>	<b>Readings</b>
How We Really Use the Web; Design for Scanning	Krug: Ch. 2-3
Dreamweaver Basics	
Introduction to Web Page Building Blocks	R&F: Ch. 1
Basic HTML Structure and Formatting	
Internal Linking	R&F: Ch. 2
Paths	
<i>Assignment 1 Distributed: Website with Linked Pages</i>	50 pts
<i>Assignment 2 Distributed: Design and Layout Draft</i>	50 pts
<b>Week 3   Feb. 8 - Feb. 12</b>	<b>Readings</b>
Why Users Like Mindless Choices; Omit Needless Words	Krug: Ch. 4-5
Web Page Construction and Planning	R&F: Ch. 3
Block v. Inline, Quotes, Lists, Breaks	
Domain Name Registration	R&F: Ch. 4
Hosting Services	
FTP	
External Linking	
<i>Assignment 1 Due: Website with Linked Pages</i>	
<i>Assignment 3 Distributed: Domain Name Registration</i>	50 pts
<b>Week 4   Feb. 15 - Feb. 19</b>	<b>Readings</b>
Designing Navigation; Designing the Home Page	Krug: Ch. 6-7
Images on the Web	R&F: Ch. 5
Creating Images for the Web	
HTML5 and Web Standards	R&F: Ch. 6
<i>Assignment 2 Due: Design and Layout Draft</i>	
<i>Assignment 4 Distributed: Website with Images</i>	50 pts
<b>Week 5   Feb. 22 - Feb. 26</b>	<b>Readings</b>
Introduction to CSS	R&F: Ch. 7
Defining Selectors and Basic Styling with CSS	
Understanding Inheritance	
Class Selectors	
Styling with Fonts and Colors	R&F: Ch. 8
<i>Assignment 3 Due: Domain Name Registration</i>	
<i>Assignment 4 Due: Website with Images</i>	
<i>Assignment 5 Distributed: Website with CSS Styling</i>	75 pts
<b>Week 6   Feb. 29 - Mar. 4</b>	<b>Readings</b>
The Box Model of CSS	R&F: Ch. 9

Content Area, Padding, Margins, and Borders	
Background Images	
When to Use Classes	
ID Attribute	
Working with Multiple Stylesheets	
<b>Week 7   Mar. 7 – Mar. 11</b>	<b>Readings</b>
Advanced CSS: Divs and Spans	R&F: Ch. 10
Divs, Nesting Divs, and Styling Divs	
Measuring Width	
Spans and Styling Spans	
Styling Elements Based on State	
Pseudo-Classes	
<i>Assignment 5 Due: Website with CSS Styling</i>	
<i>Assignment 6 Distributed: Website with CSS Formatting &amp; Layout</i>	75 pts
<b>Week 8   Mar. 21 – Mar. 25</b>	<b>Readings</b>
Ch. 10 continued	R&F: Ch. 10
Layout and Positioning: Arranging Elements	R&F: Ch. 11
Mapping Flow and Boxes	
Layout Strategies: Float, Jello, Absolute, and Table-Display	
Troubleshooting Layout Problems	
<b>Week 9   Mar. 28 – Apr. 1 (Advising Week)</b>	<b>Readings</b>
Ch. 11 continued	R&F: Ch. 11
Required attendance workdays for Assignment 6	
<b>Week 10   Apr. 4 – Apr. 8</b>	<b>Readings</b>
HTML5 Issues	R&F: Ch. 12
Adding a Navigation Division	
Adding a Video Element and Audio Element	
<i>Assignment 6 Due: Website with CSS Formatting &amp; Layout</i>	
<i>Final Distributed: Final Website with CSS Layout, Navigation, and Interactivity</i>	150 pts
<b>Week 11   Apr. 11 – Apr. 15</b>	<b>Readings</b>
Basics of SEO & Google Analytics	No book chapter
Drop-Down Navigation Menus	No book chapter
Appendix Topics	R&F: Appendix
Guest Speaker Anna Rader, Wyoming Public Radio Online Manager	

<b>Week 12   Apr. 18 – Apr. 22</b>	<b>Readings</b>
Photo Galleries and Slideshows	No book chapter
<b>Week 13   Apr. 25 – Apr. 29</b>	<b>Readings</b>
Adding Resumes & Background Images	No book chapter
Improving Your Website’s Design Principles	No book chapter
Guest Speaker Dave Lerner, President of Wyoming Network	Guest Speaker
<b>Week 14   May 2 – May 6</b>	<b>Readings</b>
Final Website Workshops	
<b>Final   Tues. May 10 from 1:15 p.m. to 3:15 p.m.</b>	
No in-class final! But, I will be in the lab available for questions during this time frame.	
<b><i>Final Website with CSS Layout, Navigation, and Interactivity Due by Tues. May 10 by 3:15 p.m.</i></b>	

**DISCLAIMER**

I reserve the right to change any of the dates or requirements of this course throughout the semester. An email to your UWYO account will be considered notification of any changes. I will also announce changes in class. If appropriate, I will distribute an addendum to the course syllabus.