

Introduction to Web Writing & Design

Comm 326 | Fall 2014

Instructor: Dr. Curtis Newbold

Office: Foster 416

Phone: 801.832.2827

Email: cnewbold@westmin...

Classroom: Gore B23

Meeting Times: T/TH 12:00 - 1:50

Office Hours: Tues/Thurs 9 – 11
or by appointment

Course

This course is designed as an introduction to website design and writing for the web. As such, in this class you can expect to learn rudimentary concepts related to usability, user experience design, accessibility, and building, designing, and publishing a basic website. By the end of the course, you can expect to know how to do the following:

- +Write and edit basic HTML and CSS code
- +Apply usability principles, including website inspection terminology and testing
- +Construct a website from scratch using code, Adobe Dreamweaver, and Photoshop
- +Develop appropriate content for a specific audience, including awareness of accessibility and copyright
- +Manage content using appropriate industry-standard and personalized methods
- +Use a local server to launch a website on the World Wide Web

Textbooks

HTML and CSS: Visual Quickstart Guide, 8th Edition, by Elizabeth Castro and Bruce Hyslop

ISBN #978-0-321-92883-2

Don't Make Me Think: A Common Sense Approach to Web and Mobile Usability, Revisited (3rd Edition), by Steve Krug.

ISBN# 978-0-321-96551-6

Materials

While this is a computer-based course, we will be doing in-class assignments and quizzes. As such, you are always expected to have a notebook and paper for taking notes and turning in quizzes. Furthermore, you should always have some sort of external storage device (hard drive or thumb drive) where you can **back up all files**. You are expected to have your files ready to use and edit at the beginning of every class.

Costs

Other than your textbooks, the only expenses you should have to incur include a CD and case (typically less than \$4) and a folder. When you turn in your final website, it will need to be turned in as a physical disc; when you turn in a final usability test, it will need to be turned in as a folder.

Computers and Software

This course is taught in a computer classroom that is equipped with Windows computers and the following Adobe programs pertinent to this course: Dreamweaver, Photoshop, Illustrator, and Notepad. While the use of student laptops will be allowed, students are *encouraged* to use the PCs in the classroom but are *required* to use the software named above. Extra support for students working with Apple computers can be distracting and time-consuming. If a student wishes to use their Apple laptops, they need to be aware that there are differences in operating systems and they will need to familiarize themselves with those differences. Students are expected to learn the industry-standard software taught in this class and will not be permitted to use other web development programs such as Adobe Muse or online web-building sites like Wix or WordPress.

To access the Adobe programs off campus, students have access to Westminster Anywhere. If a student is unfamiliar with how to access Westminster Anywhere, I will be happy to assist them. However, students should be aware that Adobe programs run quite slow on the network. Students should plan their time and schedules around using computers on campus or they may wish to purchase the Adobe Creative Suite on their own.

Most assignments and quizzes will be submitted on Canvas.

Assignments

Reading Quizzes – 75 points (15 x 5points each)

Because a review of material you read is good for memory, we will have a short (5-question) quiz each class period after a reading assignment is given. The quizzes are designed to refresh your memory of the reading material and encourage you to keep up with the reading.

Reading and Design Tasks – 100 points

With most of the reading assignments, there will be a task associated with it in order to help you improve your understanding of the reading. Once we get into building a website, many of these tasks will be done in class. You will be graded on your ability to complete the task correctly in full and on time.

How the Internet Works Infographic – 50 points

One of the most fundamental principles web designers must be knowledgeable of to create a website is how the internet works. We will begin the semester with a brief introduction of the terms and processes important to making websites work on the internet. You will then be required to work in groups to create a professional infographic that clarifies how the internet works.

Website Inspection Template & Analyses– 75 points

After learning some of the ins and outs of web usability, you will develop a template for evaluating websites. As if a web design consultant, you will use your template to evaluate three different small business or non-profit websites. You will then write a preliminary report that offers feedback in regards to some of the website's greatest strength and problem areas.

Usability Test Questions and Responses – 50 points

After conducting a website inspection report on three different websites, you will choose the website that you feel needs the most improvement. You will then, based on Krug's principles, design a personalized usability test appropriate for that website. In class, you will work with other students to conduct the tests.

Group Usability Report – 100 points

In groups of two or three, you will collaborate on what you learned from your website inspection reports and usability tests. Together, you will create a website inspection report and usability test for a small business or non-profit organization. It will be your task as a group to find at least 6 participants outside of class that can participate in a usability test of the website. After doing the inspection and test, you will act as consultants and write up a full-scale recommendation report for improvements to the website, including a wireframe and thumbnails of appropriate changes.

HTML Test – 50 points

After learning some of the basic functions of HTML, you will be tested, in class, on your ability to write the code for a functional web page that includes items such as images, tables, written content, and a couple links.

CSS Test – 50 Points

After learning some of the basic functions of CSS, you will be tested, in class, on your ability to write the code for a functional web page that includes items such as images, tables, written content, and a couple links.

Coded Website (Tutorial or Basic Small Business) – 100 Points

Once you have a grasp for writing in HTML and CSS, you will hand-code (without the use of a web development program like Dreamweaver) a basic website with CSS styling that includes multiple pages, links, and images. Your website will be either an online tutorial that users can use to complete a specific task or a VERY BASIC website for a small business.

Final Website (Personal Portfolio) – 200 points

We will spend the final weeks in class learning Photoshop and Dreamweaver, the industry-standard programs for editing images and coding websites from scratch. For your final project, you will use Dreamweaver to design a site that uses a style sheet and follows usability conventions. As a part of the project, you will create a wireframe and thumbnail, a persona and welcome blurb, a content organization plan and tags, and you will develop appropriate and compelling content; you will also have your website evaluated by peers and tested for functionality, usability, and user experience. You will be expected to produce, edit, and crop all images for your website. You will be graded on your website's overall effectiveness, professionalism, and file management practices.

Final Exam – 100 points

Throughout the semester you will become familiar with many terms, concepts, and practices related to website development. The final exam is designed to help you recall critical information related to website development and production, including terminology, code, and processes.

Attendance & Participation – 50 points

Because this is a very hands-on course where we will workshop and discuss web writing and design, attendance is required for the course. (Please see attendance and participation policies on the following page).

Grading

Your grade for the semester is calculated strictly on a point-based, percentage system. There are 1000 points total for the course. It is my policy that every student starts at a '0' and then earns his/her grade by accumulating points during the semester.

A 93% 1000 – 925	B+ 87% 894 – 865	C+ 77% 794 – 765	D+ 67% 694 – 665
A- 90% 924 – 895	B 83% 864 – 825	C 73% 764 – 725	D 63% 664 – 625
	B- 80% 824 – 795	C- 70% 724 – 695	D- 60% 624 – 595
			F <60% 594 – 0

Policies

Late Work

All assignments are due on the due date; late assignments will be docked 10% per day, not including weekends. For example, if an assignment is due on Wednesday and you turn it in on Monday, it is 3 days late and will only receive 70% of its value after being graded. Extensions (in rare, serious circumstances and for school-excused absences) must be approved PRIOR to the due date.

Attendance and Participation

Attendance will be taken at the beginning of every class period. If you arrive late to class, it is your responsibility to come talk to me after class to be sure that you were not marked absent. You are allowed to miss 2 days, for any reason, without penalty during the semester. Other than for school-excused absences, each day missed beyond the two days will result in a deduction of 10 points per day up to 50 points. If you miss more than 7 days during the semester, you will fail the course. Participation will be measured by your attentiveness and participation during discussions and workshops. Reading, sleeping, listening to music, or playing video games during class will result in a reduction of your participation grade.

Questions Concerning a Grade

If you have any questions concerning a grade on any assignment, I will be happy to talk with you about it. Typically, it is best to wait 24 hours after receiving the grade so that you can mull it over; however, you must wait no longer than 7 days after receiving the grade to talk with me. After 7 days, the grade will be considered final.

Academic Integrity

Cheating will not be tolerated. As a college student, you are expected to know and understand plagiarism and ethics guidelines concerning copyrights and the borrowing and citing of information. If you have questions about whether or not you are plagiarizing, please come talk with me before you turn in an assignment. Depending on the seriousness of an incident, cheating will result in a reduction of a grade, failure of an assignment, failure of the course, or even expulsion from Westminster College.

The Westminster College of Undergraduate Academic Catalog (2012) states:

Westminster College of Salt Lake City operates on the assumption that all academic work is the honest product of each student's own endeavors. The faculty and staff at Westminster expect such integrity from the students, and violations are cause for disciplinary action, including suspension, probation, loss of credit, or expulsion from the college.

Academic dishonesty includes, but is not limited to, cheating, plagiarism, and furnishing false or misleading information to any faculty or staff member.

Cheating on written assignments includes plagiarism, unauthorized collaboration with others or submitting the same material for more than one class without authorization of the instructor.

Plagiarism includes borrowing information or ideas, whether directly quoted or paraphrased, from any source beyond one's first-hand experience and not acknowledging the source. The student must give credit for the material by identifying the source, using one of the generally accepted citation methods.

Students with Disabilities

Westminster College complies with Section 504 of the Rehabilitation Act of 1972 and the Disabilities Act and Amend-

ments of 2009 (ADA AA) and does not discriminate against persons with disabilities. The college provides equal access in higher education to academically qualified students with physical, learning, and psychiatric disabilities. The Disability Services Program works with departments throughout the college to ensure that programs and facilities are accessible to all members of the college community. The college must provide reasonable accommodations to students who, by nature of the disability, are limited in accessing academic opportunities. In order to be eligible to receive services through the program, students need to complete the following steps:

- Disclose the nature of the disability to the program coordinator in the START Center.
- Provide current documentation from a qualified source verifying the impact of the disability. Appropriate documentation is necessary to verify eligibility and support requires for accommodations, academic modifications and/or other aids. Information is kept confidential according to federal guidelines.
- Once eligibility is established, students meet with the program coordinator to determine individualized accommodations. Students must provide reasonable notice to allow time for arrangement of accommodations.

Resources

Images and Clip Art (be sure you own the copyright!)

Stock.xchng: <http://www.sxc.hu/>

iStockphoto: <http://www.istockphoto.com/index.php>

Veer: <http://www.veer.com/>

Artbitz: <http://artbitz.com/>

FotoSearch: <http://www.fotosearch.com/>

Jupiterimages.com: <http://www.jupiterimages.com/>

Getty Images: <http://www.gettyimages.com/>

Clipart: <http://www.clipart.com/en/index>

Web Clip Art (About.com): <http://webclipart.about.com/>

Spixi: <http://www.spixi.com/>

Graphic Design

Adobe Photoshop Support: <http://helpx.adobe.com/photoshop.html>

Layers Magazine (Photoshop Tutorials): <http://layersmagazine.com/category/photoshop>

Layers Magazine (InDesign Tutorials): <http://layersmagazine.com/category/indesign>

Absolute Cross (Photoshop Tutorials): <http://www.absolutecross.com/tutorials/photoshop>

Photoshop UserTV: <http://kelbytv.com/photoshopusertv/>

My Personal Website: <http://TheVisualCommunicationGuy.com>

Course Calendar

*Note: On any given date, “Homework” refers to what is to be done *after class* and is due for the next time we meet.

August

<p><i>August 21</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Welcome to class -Syllabus and introduction to assignments -In-class writing/discussion: “What I Know about the Internet” -Intro to how the internet works -”How the Internet Works” infographic group assignment <p>Homework</p> <ul style="list-style-type: none"> -Work in groups to create internet infographic (Due August 28) -Purchase textbooks -Read Krug, pages vi – 27 -Do Reading Task #1: Things That Make Us Think
<p><i>August 26</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #1 -Reading Task #1 -Scanning, Satisficing, Muddling through <p>Homework</p> <ul style="list-style-type: none"> -Read Krug, pages 28 - 41 -Do Reading Task #2: Billboard Design
<p><i>August 28</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #2 -Reading Task #2 -Turn in “How the Internet Works” infographics -Billboard Design <p>Homework</p> <ul style="list-style-type: none"> -Read Krug, pages 42 - 83 -Do Reading Task #3: Street Signs & Breadcrumbs

Course Calendar

September

<i>September 2</i>	In class <ul style="list-style-type: none">-Reading Quiz #3-Reading Task #3-Street Signs & Breadcrumbs-Introduction to Website Inspection Report assignment Homework <ul style="list-style-type: none">-Read Krug, pages 84 - 109-Do Reading Task #4: Homepages-Begin working on Website Inspection Report
<i>September 4</i>	In class <ul style="list-style-type: none">-Reading Quiz #4-Reading Task #4-Homepages and Taglines Homework <ul style="list-style-type: none">-Read Krug, pages 110 - 191-Do Reading Task #5: Usability Testing-Complete Website Inspection Report
<i>September 9</i>	In class <ul style="list-style-type: none">-Website Inspection Report Due at beginning of class-Reading Quiz #5-Reading Task #5-Usability Testing-Introduction to Usability Test Questions & Responses assignment Homework <ul style="list-style-type: none">-Complete Usability Test Questions assignment

Course Calendar

<p><i>September 11</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #6 -Reading Task #6 -Other Issues in Web Design -In-class usability test -Usability Test Questions & Responses due at end of class -Introduction to Group Usability Report <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages xv – 40 -Complete Reading Task #6 -Begin working on Group Usability Report
<p><i>September 16</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #6 -Reading Task #6 -Website building blocks, basic HTML -Workshop Group Usability Report <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 27 – 85 -Reading Task #7 -Continue working on Group Usability Report
<p><i>September 18</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #7 -Reading Task #7 -Content management -File organization -Basic HTML -Launching on the web, viewing in browsers <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 87 – 132 -Reading Task #8 -Continue working on Group Usability Report -Practice writing HTML code

Course Calendar

<p><i>September 23</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #8 -Reading Task #8 -Working with text in HTML -Workshop group usability report <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 133 – 168 -Reading Task #9 -Finish working on Group Usability Report; due Tuesday, September 30
<p><i>September 25</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #9 -Reading Task #9 -Working with images and links -Sprixi, creative commons, copyright, Photoshop <p>Homework</p> <ul style="list-style-type: none"> -Finish working on Group Usability Report; due Tuesday, September 30 -Practice writing in HTML for the HTML test
<p><i>September 30</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Turn in Group Usability Report -Assignment description: Coded Website (due October 30) -HTML Test in class <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 169 – 202 -Reading Task #10
<p>October</p>	
<p><i>October 2</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #10 -Reading Task #10 -Working in CSS, creating style sheets <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 203 – 264

Course Calendar

<p><i>October 7</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #11 -Defining selectors -Formatting text with styles <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 265 – 308
<p><i>October 9</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #12 -Formatting layout with styles -Workshop coded website <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 309 – 387 -Continue working on coded website
<p><i>October 14</i></p>	<p>In class</p> <p>Fall Break. No class.</p> <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 309 – 387 -Continue working on coded website
<p><i>October 16</i></p>	<p>In class</p> <p>Fall Break. No class.</p> <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 309 – 387 -Continue working on coded website
<p><i>October 21</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #13 -Responsive web pages -Working with web fonts -Enhancements and effects with CSS -Workshop coded website <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, 389 – 448 -Continue working on coded website

Course Calendar

<p><i>October 23</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #14 -Lists -Forms <p>Homework</p> <ul style="list-style-type: none"> -Read VQG, pages 449 – 482 -Finish coded website (due October 30)
<p><i>October 28</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Reading Quiz #15 -Multimedia -Tables <p>Homework</p> <ul style="list-style-type: none"> -Finish coded website (due October 30) -Brush up on CSS skills for CSS Test
<p><i>October 30</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Turn in Coded Website -Preview student websites -CSS Test in class <p>Homework</p> <ul style="list-style-type: none"> -Take a break! It's Halloween!
<h2>November</h2>	
<p><i>November 4</i></p>	<p>In class</p> <ul style="list-style-type: none"> -Assignment description: personal portfolio -How to create a portfolio (audience, purpose, tags, etc.) -Domain names and web hosts -Creating wireframes and thumbnails <p>Homework</p> <ul style="list-style-type: none"> -Develop wireframe and thumbnail for personal portfolio (due November 6)

Course Calendar

<i>November 6</i>	<p>In class</p> <ul style="list-style-type: none"> -Turn in wireframe and thumbnail assignment -Developing personas, writing for the web -Introduction to Dreamweaver <p>Homework</p> <ul style="list-style-type: none"> -Create persona and welcome blurb for site (due November 11) -Continue working on personal portfolio
<i>November 11</i>	<p>In class</p> <ul style="list-style-type: none"> -Turn in persona and welcome blurb assignment -Organizing content, writing tags -Working in Dreamweaver <p>Homework</p> <ul style="list-style-type: none"> -Complete Content Organization Plan & Tags assignment (due November 18) -Work on personal portfolio
<i>November 13</i>	<p>In class</p> <ul style="list-style-type: none"> -Workshop personal portfolios <p>Homework</p> <ul style="list-style-type: none"> -Complete Content Organization Plan & Tags assignment (due November 18) -Work on personal portfolio
<i>November 18</i>	<p>In class</p> <ul style="list-style-type: none"> -Turn in Content Organization Plan and Tags assignment -Workshop personal portfolios <p>Homework</p> <ul style="list-style-type: none"> -Work on personal portfolio
<i>November 20</i>	<p>In class</p> <ul style="list-style-type: none"> -Workshop personal portfolio <p>Homework</p> <ul style="list-style-type: none"> -Workshop personal portfolio, have ready for usability test on December 2 -Create usability test, bring inspection reports on December 2

Course Calendar

<i>November 25</i>	<p>In class</p> <ul style="list-style-type: none"> -Schedule personal meeting time w/ me sometime Monday or Tuesday to work out final bugs in website <p>Homework</p> <ul style="list-style-type: none"> -Finish beta version of personal portfolio, have ready for usability test on December 2 -Create usability test for personal portfolio; bring three copies on December 2 -Create and bring two copies of inspection report on December 2 -Eat turkey. Unless you're vegetarian, in which case yams are delightful as well.
<i>November 27</i>	<p>Thanksgiving break. No class.</p>
<h2>December</h2>	
<i>December 2</i>	<p>In class</p> <ul style="list-style-type: none"> -In-class website inspections and usability tests <p>Homework</p> <ul style="list-style-type: none"> -Revise websites based on inspections and usability tests
<i>December 4</i>	<p>In class</p> <ul style="list-style-type: none"> -Workshop websites, work out bugs, etc. <p>Homework</p> <ul style="list-style-type: none"> -Finish personal portfolio, turn in December 9
<i>December 9</i>	<p>In class</p> <ul style="list-style-type: none"> -Turn in personal portfolios. Showcase. -Final exam study session. <p>Homework</p> <ul style="list-style-type: none"> -Study for final exam.
<i>December 11</i>	<p>Final Exam, 12:00 - 1:50.</p>