

# Web Page Design

JMC 105 CRN 3125 | 2-3:15 p.m. Tuesday and Thursday | Fall 2017 | Meredith 207

**Professor:** Chris Snider **Office:** Meredith 122 (9-11 a.m. Tuesday, Wednesday and Thursday)

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## ■ Introduction: About the class

This class will begin you on your path to becoming a successful web designer and digital producer. You will learn the basics of how web sites are built, and you will gain skills necessary to make web sites successful in this social media and search engine-driven world.

### **What you will learn:**

- File-folder structure, HTML and cascading style sheets (CSS).
- Web site hosting and domain name management.
- Web design principles.
- How to create a site using an installation of Wordpress.org.
- How to modify a Wordpress site's design and function using CSS, plugins and built-in tools.
- How to use Google Analytics to measure the success of a site.
- How to use search engine optimization and social media to drive traffic to your site.
- Current trends in the world of digital media.

**How to get a B:** Show up on time, turn in your assignments on time, pay attention in class, apply concepts learned in class to assignments.

**How to get an A:** Do all of that, and go above and beyond what is required on assignments.

## ■ Course policies

**Cheating:** Plagiarism is stealing another person's work and passing it off as your own. In the real world, it is grounds for dismissal from a job. In the academic universe, any instance of scholastic dishonesty will be reported to school authorities and will result in discipline, up to and including expulsion from the School of Journalism or the university. If quoting another's work is necessary, plagiarism can be avoided by attributing the words to the original author or rewording. If you have any questions about what constitutes plagiarism, see me.

It goes without saying that you also should not cheat in any way or make up information. Your credibility and trustworthiness are two of the most important qualities you have — as a professional and as a person.

**Class participation:** Ten percent of your grade will be based on participation. You are expected to take part in class discussions, comment on Twitter using the hashtag #drakej105 (10 posts/replies before Oct. 3) and post/comment on the class Facebook group (2 original posts and 5 comments before Nov. 2).

**Attendance:** You are allowed to miss class three times. After that, **you will lose 10 points for every absence.** Absences may be excused if you are sick or have a family emergency. If you are too sick to learn, stay home. Absences will only be excused if you have called or e-mailed me in advance of the class you'll miss.

In-class work missed during an unexcused absence receives no credit and may not be made up. In-class work missed during an excused absence must be made up within one week of the absence.

**Late assignments:** Assignments turned in within one week of the due date will receive a maximum of 50% credit. After that, they receive zero credit. In some circumstances, I will grant extensions on assignment due dates if you talk to me before the assignment is due.

**Classroom behavior:** Our learning will be accomplished only if we behave with civility and respect. You may use your phones and laptops during class, but not if it becomes a distraction to others who are trying to learn.

**Extra credit:** You can earn 10 points extra credit for attending a web-related event in Des Moines and reporting back to the class about what you learned at the event. Each student may do this up to three times per semester.

**Accommodations:** If you have a disability and will require academic accommodations in this course, I would be happy to discuss your needs. Accommodations are coordinated through Student Disability Services at michelle.laughlin@drake.edu or 271-1835.

**Food:** Feel free to bring food to class, but keep all food and drinks away from any classroom computers.

## ■ Class materials

- Required book: *Sams Teach Yourself HTML and CSS in 24 Hours, Ninth Edition*, by Julie C. Meloni.
- An FTP client (Fetch is recommended for Macs, Filezilla for PC) and a text editor (TextWrangler for Mac and Notepad++ for PC). All are free.
- Online hosting plan and domain name at [reclaimhosting.com](http://reclaimhosting.com) (will be purchased as part of class - \$24 with code **sniderclass**).
- Class blog: [sniderclass.com/J105](http://sniderclass.com/J105) (includes link to Facebook group).

## ■ Course grade

Letter grades are assigned as follows: A: 279-300, A-: 270-278, B+: 261-269, B: 249-260, B-: 240-248, C+: 231-239, C: 219-230, C-: 210-218, D+: 201-209, D: 189-200, D-: 180-188, F: 179 and below. Grades will be posted to Blackboard.

Tentative assignments (points): HTML quiz (15), CSS challenge (15), HTML site (10), CSS site (15), CSS site 2 (20), site redesign (25), Wordpress site (70), Wordpress quiz (10), analytics paper (20), Responsive design (10), SEO/metrics quiz (10), in-class assignments on metrics and SEO (10), Midterm (20), Current issue presentations (20), Twitter participation (10), Facebook participation (10) and in-class participation (10).

## ■ Tentative schedule

| Date     | In-class                                      | Reading due  | Lynda.com (optional)                    | Assignment due                    |
|----------|---|--|---|-----------------------------------|
| Aug. 29  | Intro to class                                |  |   |                                   |
| Aug. 31  | HTML basics                                   | Chapters 1, 2, 8   | HTML essential training Ch. 1-3 and 5-6 |                                   |
| Sept. 5  | HTML basics                                   |  |   |                                   |
| Sept. 7  | More HTML, Images on the web                  | Chapters 4, 5, 6, 9, 10, 11  |   |                                   |
| Sept. 12 | HTML quiz, CSS intro                          | Chapters 3, 7, 13, 14  | HTML essential training Ch. 7           | HTML site                         |
| Sept. 14 | CSS basics                                    | Chapter 17   |   |                                   |
| Sept. 19 | CSS basics                                    |  | CSS for developers Ch. 3-10             |                                   |
| Sept. 21 | Domain names/FTP                              |  |   | CSS site                          |
| Sept. 26 | Current web design trends                     |  |   |                                   |
| Sept. 28 | CSS review                                    |  |   |                                   |
| Oct. 3   | CSS Challenge                                 |  |   | CSS site 2, Twitter participation |
| Oct. 5   | Midterm exam                                  |  |   | Site redesign                     |
| Oct. 10  | Responsive design                             |  |   |                                   |
| Oct. 12  | WP install, post, pages, themes               |  |   | Responsive design                 |
| Oct. 17  | NO CLASS - FALL BREAK                         |  |   |                                   |
| Oct. 19  | Wordpress plugins                             |  |   |                                   |
| Oct. 24  | More Wordpress admin                          |  |   |                                   |
| Oct. 26  | NO CLASS                                      |  |   |                                   |
| Oct. 31  | Wordpress modifications using CSS             |  |   | WP About Page due                 |
| Nov. 2   | Analyzing about pages and first blog posts    |  |   | 1st blog, Facebook participation  |
| Nov. 7   | Google analytics / In-class exercise          | <a href="http://analytics.google.com/analytics/academy/course/6">analytics.google.com/analytics/academy/course/6</a> |   | 2 WP posts, 2 WP pages            |
| Nov. 9   | Search Engine Optimization /In-class exercise |  |   | Google analytics installed        |
| Nov. 14  | Metrics/SEO quiz                              |  |   |                                   |
| Nov. 16  | Meetings about 1st draft of Wordpress         |  |   | Wordpress site 1st draft          |
| Nov. 21  | Critiquing websites                           |  |   |                                   |
| Nov. 28  | Wordpress quiz                                |  |   |                                   |
| Nov. 30  | Group project work day                        |  |   | Wordpress site final              |
| Dec. 5   | Current issue discussions                     |  |   | Google Analytics paper            |
| Dec. 7   | Current issue discussions                     |  |   |                                   |