

# Web Page Design

JMC 105 CRN 6442 | Web-instructed | Summer 2018

**Instructor:** Chris Snider **Office:** Meredith 122 (Office hours: 11–noon daily, or by appointment)

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## ■ Introduction: About the class

Web sites used to be built primarily from scratch, starting with a text file and an image editor. Today, even the web sites of major news organizations and large companies often are built with modified off-the-shelf software and design templates. This class emphasizes choosing the right tools for a given site among the numerous software programs, templates, widgets and extensions available online today.

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

- File-folder structure, HTML and cascading style sheets (CSS).
- Design principles and web navigation.
- How to create your own blog/site using an installation of Wordpress.
- How to modify a Wordpress blog's design using the Wordpress Dashboard and CSS.
- Web site hosting and domain name management.
- How to use search engine optimization and social media to drive traffic to your site.

### **Class format**

This class will be taught entirely online. Assignments, readings and quizzes will be posted to the class blog (<http://j105online.blogspot.com>) each weekday from May 21 to June 8. Final assignments are due by 11 p.m. June 11. Students should expect to spend about 45 hours on classwork between now and June 11.

### **About the instructor**

Chris Snider is an associate professor at Drake University, where he started in August 2010. In addition to teaching web design class, Chris teaches classes on social media strategy, digital media strategy, multimedia (video, audio, photography) and design.

### **Office hours**

Chris will be available for office hours by appointment during the course. You can e-mail [chris.snider@drake.edu](mailto:chris.snider@drake.edu) or post to the Questions & Comments area of the blog. If you want to meet in person, email Chris to work out a time.

## ■ 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:** Five percent of your grade will be based on virtual class participation. You are expected to share at least two links related to web design on the class Facebook group and add an insightful comments twice on links shared by others.

**Late assignments:** Assignments turned in less than 24 hours late will receive a maximum of 50% credit. After that, they receive zero credit.

**Extra credit:** There will not be an opportunity for extra credit.

**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 271-1835.

## ■ Class materials

**Required technology:** Internet access, Chrome browser, FTP client (Fetch for Mac [free for education] or FileZilla for PC), HTML editor (Textwrangler for Mac or Notepad++ for PC).

**Required book:** Sams Teach Yourself HTML and CSS in 24 Hours, Ninth Edition, by Julie C. Meloni.

**Online hosting plan** and domain name at reclaimhosting.com (\$27 when you use the code SNIDERCLASS).

**Lynda.com access (optional):** You can access Lynda.com video tutorials on campus by pointing your web browser to <http://iplogin.lynda.com>. Off-campus access is provided via the Campus Life tab in BlueView. Look for the Lynda.com link in the eLearning Content Resources channel.

## ■ Course grade

Grading: Letter grades are assigned as follows: A: 93-100%, A-: 90-92.9%, B+: 87-89.9%, B: 83-86.9%, B-: 80-82.9%, C+: 77-79.9%, C: 73-76.9%, C-: 70-72.9%, D+: 67-69.9%, D: 63-66.9%, D-: 60-62.9%, F: Below 60.

I will make every effort to grade assignments within 48 hours of when they were turned in. Grades will be posted to Blackboard.

**Assignments - points (recommended to be completed on this date to stay on track for the course)**

Introduce yourself in FB group - 5 (May 22)

Sample files uploaded - 2 (May 22)

Post your URL to class blog - 3 (May 22)

HTML worksheet - 10 (May 23)

CSS worksheet - 10 (May 30)

HTML/CSS quiz - 20 (May 30)

Divs worksheet - 10 (May 31)

CSS Challenge - challenge files- 20 (May 31)

CSS redesign - 20 (June 4)

Wordpress site - 60 (June 11)

Google analytics paper - 20 (June 11)

SEO assignment/quiz - 10 (June 11)

Participation - 10 (June 11)

## ■ Class schedule

Date	Topics	Readings
5/21/2018	Intro/HTML	Chapters 1, 2, 8
5/22/2018	HTML	Chapters 4, 5, 6, 9, 10, 11
5/23/2018	CSS	Chapters 3, 7, 13, 14
5/24/2018	CSS, HTML/CSS quiz	
5/25/2018	Work day	
5/28/2018	Memorial Day	Chapter 17
5/29/2018	CSS	
5/30/2018	CSS challenge, web design trends	
5/31/2018	Wordpress install, wordpress posts and pages	
6/1/2018	Work day	
6/4/2018	Wordpress themes, editing wordpress themes	
6/5/2018	Wordpress plugins and widgets, Google analytics, making Wordpress mobile	
6/6/2018	More wordpress posts/pages, Feedback on sites	
6/7/2018	SEO and SEO quiz	
6/8/2018	Work day	