Web Page Design

JMC 105 CRN 3125 | 11 a.m.-12:15 p.m. Tuesday and Thursday | Fall 2018 | Meredith 125

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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 to drive traffic to your site.
• Javascript basics.

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 and post/comment on the class Facebook group (3 original posts and 3 comments before class Oct. 30).

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 (brackets.io). All are free.
- Online hosting plan and domain name at reclaimhosting.com (will be purchased as part of class - $27 with code **sniderclass**).
- Class blog: 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): Sample files uploaded (5), HTML/CSS quiz (15), CSS challenge (15), HTML/CSS site 1 (15), HTML/CSS site 2 (25), site redesign (25), Wordpress site (80), Wordpress quiz (10), analytics paper (20), Responsive design (10), SEO/metrics quiz (10), in-class assignments on metrics and SEO (10), Midterm (20), Javascript (10), Facebook participation (20) and in-class participation (10).

■ Tentative schedule

Date	In-class	Reading due	Assignment due
Aug. 28	Intro to class		
Aug. 30	Domain names, how the web works, FTP	Chapter 1	
Sept. 4	HTML5 basics	Chapters 2, 4	Sample files uploaded
Sept. 6	CSS basics	Chapter 3	
Sept. 11	Lists, fonts, colors, links, tables	Chapters 5-9	
Sept. 13	Images on the web	Chapters 10-11	HTML/CSS site 1
Sept. 18	Catch up day / Work day		
Sept. 20	Margins, padding, CSS box model	Chapters 13-14	
Sept. 25	HTML/CSS quiz, CSS navigation		
Sept. 27	CSS Challenge		HTML/CSS site 2
Oct. 2	Current web design trends		
Oct. 4	Midterm exam		Site redesign
Oct. 9	Responsive design		
Oct. 11	WP install, post, pages, themes		Responsive design
Oct. 16	FALL BREAK - NO CLASS		
Oct. 18	Wordpress plugins		
Oct. 23	More Wordpress admin		Wordpress About Page due
Oct. 25	NO CLASS		
Oct. 30	Wordpress modifications using CSS		1st blog, Facebook participation
Nov. 1	Analyzing about pages and first blog posts	analytics.google.com/analytics/academy/course/6	Wordpress 2 posts, 2 pages
Nov. 6	Google analytics / In-class exercise		
Nov. 8	Search Engine Optimization /In-class exercise		Google analytics installed
Nov. 13	Metrics/SEO quiz		Wordpress 3 posts, 3 pages
Nov. 15	NO CLASS		
Nov. 20	Work day		
Nov. 22	THANKSGIVING - NO CLASS		
Nov. 27	Critiquing websites		Wordpress site final
Nov. 29	Wordpress quiz		Google Analytics paper
Dec. 4	Javascript		
Dec. 6	Javascript		Javascript (end of class)

■ Drake School of Journalism and Mass Communication Core Values

Students should be able to . . .

1. Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication.

4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

5. Understand concepts and apply theories in the use and presentation of images and information.

6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

7. Think critically, creatively and independently.

8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

11. Apply basic numerical and statistical concepts.

12. Apply current tools and technologies appropriate for the communications professions in which they work, and understand the digital world.

13. Take ownership of their own academic experience.

14. Be engaged with the community: the university, the local community and professional groups.

15. Cope and thrive in the workplace.