

WEB AND MOBILE PUBLISHING FALL 2018

Syllabus

COM 350 (TT 8 a.m. - 9:40 a.m.)

Web and Mobile Publishing

Fall 2018

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Office hours: 12:30 - 2 p.m. Tuesdays and 9 - 10:30 a.m. Wednesdays or, preferably, **by appointment**

DESCRIPTION

Students develop the ability to create websites, deepen the use of coding to enhance the user experience, and apply concepts of web and mobile design. In the course, students learn best practices of user interface design for usability and accessibility, consider structures for web-based storytelling, and produce web and mobile prototypes for content delivery. Prerequisite: C or better in COM 210 and 220.

GOAL

Teach the fundamentals of design, navigation and software applications used for web and mobile publishing.

LEARNING OBJECTIVES

By the end of this course, students will be able to

- create, publish and manage documents for web and mobile applications.
- use theory in producing media content in effective web and mobile design.
- describe best practices of user interface, formats and usability design to enhance the user experience.
- employ the tools of technology (industry standard hardware and software) in web and mobile publishing and design.
- apply interactive and stylistic conventions in the design and creation of web and mobile applications.

ACCESSORIES

This class meets in a computer lab, but you may wish to bring a thumb drive to save any files you create.

To upload your content to your website, you will need an FTP program. **Cyberduck** is free and available on both Macs and PCs.

ASSIGNMENTS

The class is designed to be project-intensive, with summative assignments showcasing your design and coding skills on a multimedia story, and another culminating project developing a fully functioning website. Prior to that, you will engage in formative HTML and CSS assessments, as well as an in-class redesign project and a case study on web development.

All web projects should be uploaded as webpages to your student.elon.edu server using FTP software, with the resulting URL being submitted via Moodle. Please do not email assignments or bring files to class.

DEADLINES

Deadlines are considered as important as in a business. Late assignments will receive 0 percent.

Please remember that all assignments other than in-class activities can be turned in early. If it helps to give yourself deadlines earlier than those listed, you are strongly encouraged to do so.

GRADING

Assignments will be evaluated on factors that include quality of the completeness, structure and organization, style, accuracy, spelling, grammar and aesthetics.

- HTML assessment (30 points)
- CSS assessment (30 points)
- Flyer redesign (50 points)
- Website Case Study (100 points)
- Story Page (100 points)
- Website prototype (100 points)
- Final website design (200 points)

To determine your final grade, the following grading scale is used:

A: 93.0 percent
A-: 90.0 percent
B+: 87.0 percent
B: 83.0 percent
B-: 80.0 percent
C+: 77.0 percent
C: 73.0 percent
C-: 70.0 percent
D+: 67.0 percent
D: 63.0 percent
D-: 60.0 percent
F: below 60 percent

REQUIRED STATEMENTS

The following statements are required for inclusion — either by the university, school or department — on all course syllabuses.

Attendance Policy

Students in the Department of Communications are expected to attend all classes. Just as professionals go to work each day, we expect students in a professional school to come to class on time and be prepared to work.

A student who misses more than 20 percent of scheduled classes in a term (more than eight absences for classes meeting three times a week) automatically receives an F because the student has missed too much content and participation to pass a course in a professional school.

Teachers will lower the final grade in a class for each absence beyond the equivalent of one week of class (three absences for classes meeting three times a week).

Exceptions exist for individual class absences for observance of a recognized religious holiday and for absences for participating in sanctioned university activities. Students participating in such events must follow policy as stated in the student handbook.

Honor Code

Elon's honor pledge calls for a commitment to Elon's shared values of honesty, integrity, respect and responsibility. To be clear about what constitutes violations of these values, students should be familiar with code of conduct policies described in the student handbook.

Students with questions about the specific interpretation of these values and violations as they relate to this course should contact this instructor immediately. Violations in academic-related areas will be documented in an incident report which will be maintained in the Office of Student Conduct, and may result in a lowering of the course grade and/or failure of the course with an Honor Code F.

Violations specifically covered by academic honor code policies include: plagiarism, cheating, lying, stealing, and the facilitation of another's dishonesty. Multiple violations may result in a student's suspension from the university.

Academic Honesty

The School of Communications takes plagiarism seriously, just as businesses and other media organizations and scholars do.

All forms of dishonesty mentioned above may result in an F in a course and expulsion from the university. Although all of these are clear violations of the university Honor Code, plagiarism is a special concern for communications professionals and scholars.

What is plagiarism? It is using someone else's work such as passages, photographs, music, video, graphics and other images, and claiming it as your own. It can be copying work that has appeared in a journal, a magazine, a newspaper or online – anywhere, really – and presenting it as your own. Cutting and pasting passages from the web into your work, for example, is plagiarism unless you credit the source of the material or images. Take this as your guiding principle: If you quote someone else's words or appropriate their image, attribute the source.

In brief, you may not adopt or reproduce the ideas, words or statements of another person without acknowledgment or attribution. In many cases, such work is copyrighted. Acknowledgment is required when borrowing facts, statistics, images or illustrative material, unless that information is common knowledge or in the public domain. (Example: China is the most populous nation on Earth. Or: Jupiter is the largest planet in our solar system.)

If you quote someone else's words or use information or material acquired or created by someone else, then you must attribute the source. Definitions and examples of Elon Honor Code violations above may be found [online](#).

Disabilities Resources

If you are a student with a documented disability who will require accommodations in this course, please [register with Disabilities Resources](#). You may reach out to Disabilities Resources for assistance in developing a plan to address your academic needs.

Disability Resources is located in the Koenigsberger Learning Center (Belk Library 226; 336-278-6568). For more information about Disabilities Resources, please [visit its website](#).

Religious Holidays Policies

In supporting religious diversity, Elon has a policy and procedures for students who wish to observe religious holidays that are in conflict with the academic calendar, allowing students an excused absence. Students who wish to observe a holiday during the semester must complete the online [Religious Observance Notification Form](#) (RONF) by Sept. 17, 2018, with the exception of Rosh Hashanah. Excused absence requests for Rosh Hashanah Day 1 and Day 2 must be submitted by Sept. 7, 2018.

This policy does not apply during the final examination period. Students are required to make prior arrangements with the instructor for completion of any work missed during the absence. Once the completed RONF is received, the Truitt Center will confirm the excused absence with notification to the instructor and the appropriate academic dean, along with a copy to the student. Students may contact the Truitt Center staff with any questions (336-278-7729).

WEB AND MOBILE PUBLISHING FALL 2018

Tuesday, Aug. 28

Introduction to web and mobile publishing. Review syllabus.



[Download Brackets](#)



[Download Cyberduck](#)

Thursday, Aug. 30

Boilerplate HTML and file naming conventions.

Tuesday, Sept. 4

Links, images and additional HTML.

Thursday, Sept. 6

CSS IDs, classes and web typography.

Tuesday, Sept. 11

Background images, the box model and additional CSS.



[HTML assessment](#)

Thursday, Sept. 13

Media queries and responsive design.

Tuesday, Sept. 18

Iconography and color usage.

Thursday, Sept. 20

Developer tools and case study work time.

Tuesday, Sept. 25

Image optimization.



CSS assessment

Thursday, Sept. 27

No class today. Case study workday.

Tuesday, Oct. 2

Flyer redesign project.



Flyer redesign (in-class activity)

Thursday, Oct. 4

Case study presentations.



Website Case Study

Tuesday, Oct. 9

Case study presentations, continued.

Thursday, Oct. 11

No class today. Fall break.

Tuesday, Oct. 16

Intellectual property law. Privacy law.

Thursday, Oct. 18

Embedding media and external content.

Tuesday, Oct. 23

Databases and dynamic content.

Thursday, Oct. 25

No class today. Story page workday.

Tuesday, Oct. 30

Wireframing and prototype development.



Story Page

Thursday, Nov. 1

No class today. Prototype workday.

Tuesday, Nov. 6

Introduction to PHP.

Thursday, Nov. 8

Introduction to javascript.

Tuesday, Nov. 13

Draft evaluations.



Website prototype

Thursday, Nov. 15

No class today. **Sign up for a 30-minute timeslot** anytime Nov. 14-16 to review your prototype.

Tuesday, Nov. 20

No class today. Thanksgiving break.

Thursday, Nov. 22

No class today. Thanksgiving break.

Tuesday, Nov. 27

In-class website workday.

Thursday, Nov. 29

Guest speaker from interactive media program.

Tuesday, Dec. 4

In-class website workday.

Thursday, Dec. 6

In-class website workday.

Friday, Dec. 14

Final project presentations 1 p.m. - 4 p.m.



Final website design