Syllabus

COM 210-D (W 1:40 – 3:20 p.m.)
Web and Mobile Communications
Spring 2017

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Office hours: Mondays, Tuesdays and Wednesdays 11:30 a.m. – 1 p.m., or, preferably, by appointment

DESCRIPTION

The development of the World Wide Web and the proliferation of mobile devices have transformed the way people gather information and communicate. In this course, students learn key terminology and principles of web and mobile communications. The course also demystifies basic technologies used to create web pages. Must be taken concurrently with COM 220. Prerequisite: C or better in COM 100.

GOAL

Provide students with an overview of the terminology and concepts, basic hardware and software applications, and basic coding for web and mobile media.

LEARNING OBJECTIVES

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

- describe how technologies shape and interact with the world.
- describe basic web and mobile media terminology, including structures, architecture and networks, and usability concepts.
- explain structural components of the Internet, such as domains, URLs, browsers, and search engines and user-generated content applications such as blogs, social media and virtual communities.
- demonstrate an ability to employ the tools of technology, including basic hardware, software and coding for creating and managing webpages, such as HTML and CSS.

REQUIRED TEXTS

- *Learning Web Design by Jennifer Niederst Robbins*

Reading assignments are listed in the calendar on Moodle. Chapters are assigned as follow-ups to related lectures to help reinforce topics discussed in class.

ACCESSORIES

This class does not meet in a computer lab, but you are very strongly encouraged to bring your fully charged laptop to class so that you can code alongside me. To do so, you will also need

- An FTP program. We will be using Cyberduck in class. It's free and available on both Macs and PCs.
- A plain text editor. We will be using Brackets in class. It's also free and available on both Macs and PCs.

You will want to bookmark <www.w3schools.com> for your HTML and CSS reference.

ASSIGNMENTS AND GRADING

All assignments are distributed (and turned in) via Moodle. Please do not email or hand deliver any assignments. Coding assignments all require that your files be uploaded to your personal FTP directory, with an HTTP URL being submitted on Moodle.

Quizzes: 10 points each (40 points total)
Throughout the semester there will be short formative quizzes tied to your reading assignment and lectures to gauge comprehension of the material.

Biography (Hello, World) project: 25 points
For this project, you will write a short (150-200 word) biography of yourself and upload it to your student.elon.edu FTP directory. You will submit the appropriate HTTP URL in Moodle.

Basic site design: 75 points
For this project, you will retrieve a commented HTML file and images from Moodle and format it as specified. You will upload all of the necessary files to your student.elon.edu FTP directory and submit the appropriate HTTP URL in Moodle.

Research paper as HTML/CSS page: 125 points
In this project, you will research an Internet-related topic of your choice (sample topics are provided in the Moodle assignment), and present your findings as a responsive webpage using images, HTML and CSS. You will upload all of the necessary files to your student.elon.edu FTP directory and submit the appropriate HTTP URL in Moodle.

Final project: 175 points
Your final project is to create a fully responsive one-page resume using advanced HTML and CSS code. You will upload all of the necessary files to your student.elon.edu FTP directory and submit the appropriate HTTP URL in Moodle. Additionally, you will present your resume to the class during the final exam period.

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

A: 93 percent (409 out of 440 points)
A-: 90 percent (396 out of 440 points)
B+: 87 percent (383 out of 440 points)
B: 83 percent (365 out of 440 points)
B-: 80 percent (352 out of 440 points)
C+: 77 percent (339 out of 440 points)
C: 73 percent (321 out of 440 points)
C-: 70 percent (308 out of 440 points)
D+: 67 percent (295 out of 440 points)
D: 60 percent (264 out of 440 points)
F: below 60 percent (263 or fewer out of 440)

DEADLINES

Deadlines are considered as important as in a newsroom. Late assignments will have 10 points deducted each day it is turned in after the deadline.

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

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

All students are expected to uphold the four fundamental values of the Elon Honor Code:

- Honesty
- Integrity
- Responsibility
- Respect

Breaches of these values will result in an academic or social honor code violation report. Honor code violations include: plagiarism, lying, cheating, stealing or vandalism, and facilitating academic dishonesty. These violations may result in the lowering of a grade or failure of a class. While "intent" may be considered in assigning sanctions, it is not a factor in determining responsibility for an offense. Students should consult with their professor if they are uncertain about whether specific activities are violations of the honor code.

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.

Disability Services

If you are a student with a documented disability who will require accommodations in this course, please register with Disabilities Services in the Duke Building, Room 108 (278-6500), for assistance in developing a plan to address your academic needs.

Wednesday, Feb. 1

Syllabus review. Introduction to software.

🌐 Download Brackets

🌐 Download Cyberduck

Wednesday, Feb. 8

HTML syntax and terminology.

📄 Reading: Learning Web Design, Chapters 2-4

Wednesday, Feb. 15

Boilerplate HTML and file naming conventions.

✅ HTML syntax and terminology quiz

📄 Reading: Learning Web Design, Chapters 5-7

Wednesday, Feb. 22

Links, images and additional HTML.

Wednesday, March 1

Introduction to CSS.

📄 Reading: Learning Web Design, Chapters 11-12

📄 Biography (Hello, World!)

Wednesday, March 8

IDs, classes and web typography.

Wednesday, March 15

Background images, the box model and additional CSS.

CSS quiz

Reading: Learning Web Design, Chapters 13-14

Wednesday, March 22

Spring break. No class this week.

Wednesday, March 29

Media queries and responsive images.

Reading: Learning Web Design, Chapters 15-16, 18

Wednesday, April 5

CSS positioning and layout strategies.

Basic site design

Wednesday, April 12

Embedding media and external content.

Advanced CSS quiz

Wednesday, April 19

Iconography and color usage.

Research paper as HTML/CSS page

Reading: Learning Web Design, Chapters 21-22

Wednesday, April 26

Image optimization.

Wednesday, May 3

Basic interactivity.

Reading: Learning Web Design, Chapter 20

Web media quiz

Friday, May 12

Presentations of your final project will take place 11:30 a.m. - 2:30 p.m.

Final project