

# Syllabus

**COM 210-E (TH 10:30 a.m. - 12:10 p.m.)**

**Web and Mobile Communications**

**Spring 2020**

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Office hours: 10:30 a.m. - 12:10 p.m. Mondays and Wednesdays, 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.
- create the framework for an electronic portfolio for projects.

## TEXT

- [\*Coding for Web and Mobile Media E-Book\*](#)

Developed for a future release of the Multimedia Foundations textbook, this chapter was designed specifically to mirror and backstop the content being discussed in this class.

## OPTIONAL TEXT

- *Murach's HTML5 + CSS3 by Zak Ruvalcaba and Anne Boehm*

The optional text probably works best as a reference guide, but suggested chapter readings have been included in the course calendar to coincide with the topics being covered in class that day.

## 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](http://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: 20 points each (80 points total)

Throughout the semester there will be short formative quizzes tied to class lectures to gauge comprehension of the material.

Biography (Hello, World) project: 20 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.

Resume: 40 points

You will 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.

Portfolio site: 60 points

In this project, you will create a three-page responsive site that includes an "about me" page, a resume and a portfolio. You will upload all of the necessary files to your student.elon.edu FTP directory and submit the appropriate HTTP URL in Moodle.

To compute 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: 60.0 percent  
F: below 60.0 percent

## **DEADLINES**

Deadlines are considered as important as in a newsroom. Late assignments will be penalized 10 percentage points, with an additional 10 percentage points deducted each day it is turned in after the deadline.

Please remember that all assignments except for 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*

Elon's honor pledge calls for a commitment to Elon's shared values of Honesty, Integrity, Responsibility, and Respect. 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](#).

Students who have submitted documentation requiring extended time on quizzes must schedule to take each quiz either on the same day or the day prior to the in-class quiz. You can [schedule a time with me using my online calendar](#).

It is possible that a student in this class will require a note taker. I need someone to volunteer to perform this very important service in the event of a request. Please let me if you are interested/willing to be a note taker if the need arises.

Responsibilities of a note taker include:

- Attending class regularly.
- Having legible handwriting or re-writing/typing notes in an electronic format.
- Dropping by Koenigsberger Learning Center (2nd floor Belk Library, Office 226) on a regular basis or by uploading the notes to Disabilities Resources via the Accommodate data management system.

If you are willing to help by being a notetaker, please let me know. If I receive a request, I will let you know and provide your name to Disabilities Resources. Disabilities Resources will follow up with you to provide all the necessary details.

### *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).

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 send an e-mail to the instructor and the student that a RONF has been submitted. Students may contact the Truitt Center staff with any questions (336-278-7729).

Last modified: Friday, January 31, 2020, 5:33 PM



## Thursday, Feb. 6

Syllabus review. Introduction to software.



[Download Brackets](#)



[Download Cyberduck](#)



[Optional Reading: Murach Chapters 1-2](#)

## Thursday, Feb. 13

HTML syntax, terminology and file-naming conventions.



[Optional Reading: Murach Chapter 3](#)

## Thursday, Feb. 20

Boilerplate HTML.



[Quiz 1](#)

## Thursday, Feb. 27

Links, images and additional HTML.



[Download Photo Set](#)

## Thursday, March 5

Image optimization.



[About Me](#)

## Thursday, March 12

Introduction to CSS.



[Quiz 2](#)



[Optional Reading: Murach Chapter 4](#)

## Thursday, March 19

No class today. Spring Break.

## Thursday, March 26

Web typography.

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## Thursday, April 2

Box model and layout/positioning strategies.



[Optional Reading: Murach Chapter 5](#)

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## Thursday, April 9

Media queries and responsive design.



[Optional Reading: Murach Chapter 8](#)



[Quiz 3](#)

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## Thursday, April 16

Media queries and responsive design, continued.

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## Thursday, April 23

Navigation and user experience.



[Resume](#)

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## Thursday, April 30

Introduction to Javascript.

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## Thursday, May 7

Color usage and accessibility.



[Quiz 4](#)

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## Tuesday, May 12

Iconography, embedding media and external content.

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## Tuesday, May 19

You may use the final exam period (11:30 a.m. 2:30 p.m.) to work on your final project. Your final website is due at 2:30 p.m.



[Final portfolio website](#)