

# Syllabus

**COM 210**

**Web and Mobile Communications**

**Spring 2021**

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Office hours: 1 p.m. - 4 p.m. Mondays 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.

## ACCESSORIES

The following software is installed in all computer labs at Elon University, but you likely want to download these programs if you are using your own laptop.

- 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.

## CLASS FORMAT

Because of physical distancing requirements, we do not have the capacity to fit all of the section's students into our assigned classroom simultaneously. Therefore COM210 will be taught in a "flipped classroom," with lecture-style instruction provided via video, and in-person time split among two cohorts and used for students to review questions from those lectures or get individualized help on assignments. Check the top of the Moodle course

page to see which cohort you are assigned to.

In-class instruction will be simulcasted on Zoom for students who need to attend remotely. Students physically present in class may also wish to join each day's Zoom meeting to facilitate screen sharing that will help troubleshoot coding problems.

## **ASSIGNMENTS AND GRADING**

All assignments are distributed (and turned in) via Moodle. Please do not email or hand deliver any assignments. More details about each assignment can be found on respective assignment pages. 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 class lectures and readings to gauge comprehension of the material. Quizzes comprise 10 short answer/multiple choice questions and are completed on Moodle. You will have 15 minutes to complete the quiz once it is opened and, although you must complete the quiz in one setting, you may begin the quiz at any point prior to the due date. You are allowed to use your own notes, ebooks or online resources during the quiz, but you must work independently on the assignment.

About Me: 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%

A-: 90.0%

B+: 87.0%

B: 83.0%

B-: 80.0%

C+: 77.0%

C: 73.0%

C-: 70.0%

D+: 67.0%

D: 60.0%

F: below 60.0%

## **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 can be turned in early. If it helps to give yourself deadlines earlier than those listed, you are strongly encouraged to do so.

## **ATTENDANCE POLICY**

Because of the course's flipped classroom nature, students who are unwell

should feel empowered to stay home and engage remotely. If you need to miss a class and are unable to attend remotely, I do appreciate a quick email — no doctor's note is necessary — simply so I know you are OK and still engaged with the course material.

Please note that missing class for illness or other reasons does not change deadlines for projects or quizzes. You are strongly encouraged to work ahead on projects to help compensate for any unforeseen circumstances.

## **REQUIRED STATEMENTS**

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

### *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.

### *Face Covering Policy*

The [current face covering policy](#) is located on the Ready and Resilient website.

All Elon students, faculty and staff are expected to adhere to Elon's guidelines for a healthy community, which includes wearing a face-covering,

maintaining appropriate physical distancing, washing hands frequently, and self-monitoring for COVID-19 symptoms through daily health screenings and notifying their healthcare provider or the Faculty/Staff Wellness Clinic (336-278-5569) of any confirmed or suspected cases of COVID-19 on behalf of themselves or any individuals they live with.

### *Student Conduct, Safety Protocols & Policies, & the Honor Code*

In order to attend class, students must adhere to Elon University's COVID-19 safety protocols and policies, including wearing a face covering when indoors, which includes all classrooms and common spaces, and outdoors if six-foot physical distancing cannot be maintained. Should a student come to class without a face covering, they may be asked to leave the classroom and not to return until they are wearing a face covering. Students who require accommodations or have concerns should contact Disabilities Resources ([disabilities@elon.edu](mailto:disabilities@elon.edu)).

Another aspect of Elon University's COVID-19 safety protocols and policies is that all members of our community are expected to participate in the cleaning of common and shared spaces, including classrooms. Please review this [video](#) from the Ready & Resilient Training related to classroom protocols, including expectations for cleaning surfaces, sanitation stations, and movement of furniture.

Failure to adhere to Elon University's COVID-19 safety protocols and policies is a violation of the Elon University's Code of Conduct (Honor Code) and will be referred, as such, to the [Office of Student Conduct](#).

### *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](#).

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 email me during the first week of classes to let me know if you are interested/willing to be a note taker should the need arise.

Responsibilities of a note taker include:

- Attending class regularly.
- Having legible handwriting or re-writing/typing notes in an electronic format.
- 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: Monday, February 1, 2021, 2:16 PM

## Feb. 9

Introduction to software.



[Terms](#)



[Video](#)



[Download Cyberduck](#)



[Download Brackets](#)

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## Feb. 16

HTML syntax, terminology and file-naming conventions.



[Terms](#)



[Video](#)



[Questions about the material](#)

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## Feb. 23

Boilerplate HTML. (No in-person meeting today.)



[Terms](#)



[Video](#)



[Questions about the material](#)

### Due this week



[Quiz 1](#)

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## March 2

Links, images and additional HTML.



[Terms](#)



[Video](#)



[Download Photo Set](#)



[Questions about the material](#)

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## March 9

Image optimization.

 [Terms](#)

 [Video](#)

 [Questions about the material](#)

#### Due today

 [About me page](#)


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## March 16

Introduction to CSS. (No in-person meeting today.)

 [Terms](#)

 [Video](#)

 [Questions about the material](#)

#### Due this week

 [Quiz 2](#)

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## March 23

Web typography.

 [Terms](#)

 [Video](#)

 [Questions about the material](#)


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## March 30

Box model and layout/positioning strategies.

 [Terms](#)

 [Video](#)

 [Questions about the material](#)

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## April 6

Media queries and responsive design.

 [Terms](#)

 [Icons](#)

 [Video](#)

 [Questions about the material](#)

#### Due today

 [Quiz 3](#)

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## April 13

Media queries and responsive design, continued.

 [Terms](#)

 [Portfolio images](#)

 [Video](#)

 [Questions about the material](#)

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## April 20

Keyframes animation.

 [Terms](#)

 [Video](#)

 [Questions about the material](#)

#### Due today

 [Resume page](#)

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## April 27

Navigation and user experience. (No in-person class this week.)

 [Terms](#)

 [Questions about the material](#)

 [Video](#)

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## May 4

Iconography, embedding media and external content.

 [Terms](#)

 [Questions about the material](#)

 [Video](#)

### Due today

 [Quiz 4](#)

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## May 11

Optional in-class workday.

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## May 13

Final portfolio website is due at 11 a.m.

 [Final portfolio website](#)