Syllabus

COM 2100
Web and Mobile Communications
Fall 2022

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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 2200. Prerequisite: C or better in COM 1000.

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 computers at Elon University through the AppsAnywhere portal, 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 Visual Studio Code 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. 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. 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

Please note that missing class for illness or other reasons does not change deadlines for projects. 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.

Disabilities Resources

Students with disabilities (physical, learning, psychological, chronic, or temporary medical conditions, etc.) who would like to request reasonable accommodations and services under the Americans with Disabilities Act must register with Disabilities Resources in the KLC/Belk Library, Suite 226. Students who are new to Disabilities Resources or who are requesting new accommodations should contact DR at (336) 278-6568 or at disabilities@elon.edu to discuss the programs and services offered. Students who are already registered with Disabilities Resources and who would like to maintain their accommodations must renew previously granted accommodations by logging into the Accommodate site and making a semester request. Students are reminded to renew previously granted accommodations at the beginning of each semester. Reasonable accommodations can be requested at any time throughout the semester; however, they are not retroactive. Students are strongly encouraged to contact their professors to discuss the testing and academic accommodations that they anticipate needing for each class. For more information about Disabilities Resources, please visit the DR website.

Belk Library

The librarians in Belk Library can help you find appropriate resources for your assignments. You can schedule an appointment to meet with a librarian: or chat with a librarian on the library website.

Writing Center

Elon's Writing Center in the Center for Writing Excellence is staffed by well-trained peer consultants who can help you with all of your writing projects (for any class or major and for any extracurricular, personal, or professional purpose), so take advantage of this excellent academic resource and include a visit to our Writing Center as part of your writing process. The Writing Center is a welcoming place for all writers, regardless of experience or expertise.

https://www.elon.edu/u/academics/writing-excellence/

In one-to-one sessions of 30 or 45 minutes, Writing Center consultants will work with you on any kind of writing (such as research or analysis papers, slide or poster presentations, or applications of any kind) at any stage of the writing process (such as understanding an assignment; brainstorming, drafting, revising, and editing; developing a research question or starting your research; or completing in-text citations and bibliographies/works cited).

We have two multimedia production studios so you can create and work with a consultant on your multimedia and visual texts (such as slide presentations, infographics, or websites). Visit our presentation practice room where you can easily record and critique yourself giving a presentation and get feedback from a consultant on your accompanying visuals.

Please consult the Writing Center website for hours of operations and location.

If you have questions, please contact The Writing Center Director, Dr. Julia Bleakney, at jbleakney@elon.edu or 336.278.5642.

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 September 13, 2022.

https://www.elon.edu/u/truitt-center/multifaith-religious-holidays/holiday-observance-policy/

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).

Enrollment

Students should confirm their enrollment in this course through their On-Track account. Students who do not appear on the course roll or do not show the correct course/section listed on On-Track should consult with their instructor immediately.

Policies on Dropping or Withdrawing from this Course

Students may drop a course during the designated drop/add period through On-Track. A course that is dropped during the designated drop/add period will not appear on the student's transcript or grade report.

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After the designated drop/add period, students may withdraw from a course without penalty before the course withdrawal deadline published in the academic calendar. Withdrawing from a course during this period will result in a mark of "W" that will appear on the student's academic transcript. Students may withdraw online via OnTrack. Students should refer to the academic calendar for important semester dates.

https://www.elon.edu/u/academic-calendar/2022-2023-academic-calendar/

NOTE: Students should not assume that they will be officially withdrawn from a course based on failure to attend class or notifying a faculty member of their intent to withdraw. The student is responsible for following the official process of withdrawing from a class. Students who do not properly withdraw from a course will receive a grade of F.

Students may not withdraw from a course after the published withdrawal deadline. Any exception to this policy is the responsibility of the appropriate academic dean's office. When granted, withdrawal from a course after this time will result in a grade of "W" or "F" depending on the student's grade at the time of withdrawal.

For additional information on university course policies, students should consult the Academic Catalog.

Supporting Fellow Students in Distress

As members of the Elon community, we each share a personal responsibility to express concern for one another and to ensure that this classroom and the campus as a whole remains a healthy environment for learning. Occasionally, you may become worried or concerned about a fellow classmate's well-being. When this is the case, I would encourage you to share these concerns with me or to Elon's Student Care and Outreach program (https://www.elon.edu/ShareYouCare). Although you can report anonymously, it is preferred that you share your contact information so they can follow up with you personally.

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📄 Syllabus

📕 Coding for Web and Mobile Media E-book

Aug. 23

Introduction to software.

📄 Terms

🔗 Download Cyberduck | Mark as done

🔗 Download Visual Studio Code | Mark as done

Aug. 30

HTML syntax, terminology and file-naming conventions.

📄 Terms

Sept. 6

Boilerplate HTML.

📄 Terms

Due this week

📋 Quiz 1

Sept. 13

Links, images and additional HTML.

📄 Terms

Download Photo Set

Sept. 20

Image optimization.

Terms

Due today

About me page

Sept. 27

Introduction to CSS.

Terms

Due this week

Quiz 2

Oct. 4

Web typography.

Terms

Oct. 11

Box model and layout/positioning strategies.

Terms

Oct. 18

Media queries and responsive design.

Terms

Icons

Due today

Quiz 3

Oct. 25

Media queries and responsive design, continued.

Terms

Portfolio images

Nov. 1

Navigation and user experience.

Terms

Due today

Resume page

Nov. 8

Keyframes animation.

Terms

Nov. 15

Iconography, embedding media and external content.

📄 Terms

📄 Adding a Lightbox effect for YouTube embeds

Hidden from students

Due today

📋 Quiz 4

Nov. 23

No class today. Thanksgiving holiday.

Nov. 30

In-class workday for portfolio website.

Dec. 9

Final portfolio website is due at 4 p.m.

⬇ Final portfolio website