

Web Page Design

JMC 105 CRN 3125 | 11 a.m.–12:15 p.m. Tuesday and Thursday | Fall 2016 | Meredith 124B

Professor: Chris Snider **Office:** Meredith 122 (9–11 a.m. Tuesday, Wednesday and Thursday)

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■ Introduction: About the class

This class will begin you on your path to becoming a successful web designer and digital producer. You will learn the basics of how web sites are built, and you will gain skills necessary to make web sites successful in this social media and search engine-driven world.

What you will learn:

- File-folder structure, HTML and cascading style sheets (CSS).
- Web site hosting and domain name management.
- Web design principles.
- How to create a site using an installation of Wordpress.org.
- How to modify a Wordpress site's design and function using CSS, plugins and built-in tools.
- How to use Google Analytics to measure the success of a site.
- How to use search engine optimization and social media to drive traffic to your site.
- Current trends in the world of digital media.

How to get a B: Show up on time, turn in your assignments on time, pay attention in class, apply concepts learned in class to assignments.

How to get an A: Do all of that, and go above and beyond what is required on assignments.

■ Course policies

Cheating: Plagiarism is stealing another person's work and passing it off as your own. In the real world, it is grounds for dismissal from a job. In the academic universe, any instance of scholastic dishonesty will be reported to school authorities and will result in discipline, up to and including expulsion from the School of Journalism or the university. If quoting another's work is necessary, plagiarism can be avoided by attributing the words to the original author or rewording. If you have any questions about what constitutes plagiarism, see me.

It goes without saying that you also should not cheat in any way or make up information. Your credibility and trustworthiness are two of the most important qualities you have — as a professional and as a person.

Class participation: Roughly 10 percent of your grade will be based on class participation. You are expected to take part in class discussions, comment on Twitter using the hashtag #drakej105 (once per week) and post/comment on the class Facebook group (2 original posts and 5 comments this semester).

Attendance: You are allowed to miss class three times. After that, **you will lose 10 points for every absence.** Absences may be excused if you are sick or have a family emergency. If you are too sick to learn, stay home. Absences will only be excused if you have called or e-mailed me in advance of the class you'll miss.

In-class work missed during an unexcused absence receives no credit and may not be made up. In-class work missed during an excused absence must be made up within one week of the absence.

Late assignments: Assignments turned in one class period late will receive a maximum of 50% credit. After that, they receive zero credit.

Classroom behavior: Our learning will be accomplished only if we behave with civility and respect. You may use your phones and laptops during class, but not if it becomes a distraction to others who are trying to learn.

Extra credit: You can earn 10 points extra credit for attending a web-related event in Des Moines and Tweeting about the event.

Accommodations: If you have a disability and will require academic accommodations in this course, I would be happy to discuss your needs. Accommodations are coordinated through Student Disability Services at michelle.laughlin@drake.edu or 271-1835.

Food: Feel free to bring food to class, but keep all food and drinks away from the computers.

■ Class materials

- Required book: *Sams Teach Yourself HTML and CSS in 24 Hours, Ninth Edition*, by Julie C. Meloni.
- An FTP client (Fetch is recommended for Macs, Filezilla for PC) and a text editor (TextWrangler for Mac and Notepad++ for PC). All are free.
- Online hosting plan and domain name at reclaimhosting.com (will be purchased as part of class - \$25).
- Class blog: <http://drakej105.blogspot.com> (includes link to Facebook group).

■ Course grade

Letter grades are assigned as follows: A: 93-100%, A-: 90-92.9%, B+: 87-89.9%, B: 83-86.9%, B-: 80-82.9%, C+: 77-79.9%, C: 73-76.9%, C-: 70-72.9%, D+: 67-69.9%, D: 63-66.9%, D-: 60-62.9%, F: Below 60. Grades will be posted to Blackboard.

Tentative assignments (points): HTML quiz (10), CSS challenge (15), HTML site (10), CSS site (15), CSS site 2 (15), site redesign (20), Wordpress site (70), Wordpress quiz (10), analytics paper (20), Responsive design (10), current issue group discussions (20), SEO/metrics quiz (10), in-class assignments on metrics and SEO (10), Midterm (20) and participation (40).

■ Tentative schedule

Date	In-class	Reading due	Lynda.com (optional)	Assignment due
Aug. 30	Intro to class			
Sept. 1	HTML basics	Chapters 1, 2, 8	HTML essential training Ch. 1-3 and 5-6	
Sept. 6	HTML basics			
Sept. 8	More HTML, Images on the web	Chapters 4, 5, 6, 9, 10, 11		
Sept. 13	HTML quiz, CSS intro	Chapters 3, 7, 13, 14		HTML site
Sept. 15	NO CLASS			
Sept. 20	CSS basics	Chapter 17	HTML essential training Ch. 7	
Sept. 22	CSS basics			
Sept. 27	Domain names/FTP		CSS for developers Ch. 3-8	CSS site
Sept. 29	Current web design trends			
Oct. 4	More CSS			
Oct. 6	CSS Challenge			CSS site 2
Oct. 11	Midterm exam			
Oct. 13	Responsive design			Site redesign
Oct. 18	NO CLASS - FALL BREAK			
Oct. 20	WP install, post, pages, themes			Responsive design
Oct. 25	Wordpress plugins			
Oct. 27	NO CLASS			
Nov. 1	More Wordpress admin			
Nov. 3	Wordpress modifications using CSS			WP About Page due
Nov. 8	Metrics and Google analytics	analyticsacademy.withgoogle.com/course01 Unit 3.1 and 3.2		2 WP posts, 2 WP pages
Nov. 10	Search Engine Optimization			Google analytics installed
Nov. 15	Metrics/SEO quiz			
Nov. 17	NO CLASS			
Nov. 22	Meetings about 1st draft of Wordpress			Wordpress site 1st draft
Nov. 24	NO CLASS - Thanksgiving break			
Nov. 29	Critiquing websites			
Dec. 1	Wordpress quiz			Wordpress site final
Dec. 6	Current issue discussions			Google Analytics paper
Dec. 8	Current issue discussions			