English 3353 - Web Publishing

Instructor: Dr. Nicole Dilts
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Office hours:
Onsite: 8 am – 11 am Monday and Wednesday
12:30 pm – 2:30 pm Tuesday and Thursday

Class Policies

Required Text

Robson & Freeman. *Head First HTML with CSS* (2012)

These texts may also be available in electronic versions – these versions are also acceptable so long as you have the correct editions. Each student must have his/her own copy of these texts and bring them to class every day.

- You must also bring a jump/pin drive to class each day. Using only the University drives is not an acceptable substitute, and any problems that result from you doing so will result in a loss of points on that particular assignment.
- I recommend (but do not require) that you also bring or purchase a set of headphones, because some sites that you may view or, alternately, that you may create, will have sound files. Your computers do not have speakers.

Course Description

In order to enroll in this course, you must already have received credit for English 1301 and 1302, your sophomore English requirement, and English 3351 or 3352; no student will be admitted who does not meet these criteria.

English 3353 instructs the ASU student in the skills required to communicate effectively in the online environment. These skills include:

- The ability to produce clear, direct, and error-free writing that is appropriate for the web
- The ability to understand and balance the needs of diverse and often competing audiences in the online environment
- The ability to create and maintain clear, usable, and attractive web sites.
- The ability to solve formatting and design problems using HTML, XHTML, and CSS.
Thus, the course offers intensive study and practice in writing, as well as intensive use of computer skills, especially word processing and graphics, working with clients and testing sites with users.

My goals for this course are to:

1. work with you as a group and individually on your writing and projects
2. Help you learn to find resources to answer your own questions about coding and design.

I will assume that each student enrolling in this class is already reasonably proficient in basic writing skills, including punctuation, grammar, and sentence-construction. Elements of effective business writing style will be taught; basic composition will not. If you lack these skills, you may seek assistance at the Writing Center, located in the library, 3rd floor. I will also assume that you have basic computer literacy skills; assignments will require you to use a broad array of computer skills.

Requirements and Grading

In-Class Activities - Activities will be completed either in class or on your own time. Each activity will be graded, so do use all of the time provided to do a thorough job. If you miss class the day an activity is listed on the syllabus, you will be responsible for making up that assignment within 2 days (including weekends and holidays) or you will receive a zero on the activity.

Assignments - Except as otherwise specified, all hardcopy assignments must be typed and in memo format—with one-inch margins on top, right, and bottom, and a 1½-inch margin on the left side—and they must be cited using MLA format. Please use Times Roman or Times New Roman 12 point font. Failure to adhere to these guidelines will result in the loss of points. Hardcopy assignments, such as the website critique report and homework activities must be submitted in Word or PDF format to Blackboard.

All web assignments and web homework must be uploaded to Blackboard or to a personal web or blog space as directed. Follow the directions for submitting each individual assignment on the corresponding assignment page.

Tests – Tests will cover your reading and the class lectures. You can find the tests, when they are available, under the “Assignments” section on Blackboard. All tests will be conducted in the classroom. You are responsible for knowing the material, whether it was covered in class lectures, PowerPoint notes, or is only in the book. If you miss the test, you get a zero. Exceptions will be considered on a case-by-case basis and require documentation. You have one week to complete the test.
Students must complete and turn in all assignments to be considered for a passing grade.

- **APS** – Some assignments must include a typed Audience Profile Sheet (or APS). These are located under “course information” on Blackboard. Failure to include an APS with these assignments will result in a deduction of 10 points.

- **Late Penalties** - Assignments will be assessed a penalty of 10 points if turned in after the beginning of class on the due date and 10 more points for each additional day late. This includes weekends and holidays. If you miss a draft workshop, I will deduct 10 pts from that assignment; if you come to the workshop with an incomplete draft, I will also deduct 10 pts.

- **Turnitin.com** - In addition, some major assignments must be turned in both in hardcopy as well as electronically submitted to Turnitin.com before class on the due date – I will not grade any drafts that do not have an electronic copy in at Turnitin.com and your assignment will be considered late and will receive a late penalty (as outlined below) until it is turned in here even if you gave me a hardcopy on the due date. Please note that it is your responsibility to make sure that your draft is uploaded properly on Turnitin, not mine. If you are having problems getting your draft to appear on Turnitin, it is your responsibility to let me know beforehand as I will not accept excuses after the due date.

Grades on all written work depend on all elements of writing, which include but are not limited to: content; form; attractiveness and appearance of the site; accuracy in grammar, punctuation, spelling, etc.; logic; and neatness. In addition to grading for content and development, you will receive a lower grade for errors in grammar, formatting, and syntax.

**Course Content Disclaimer**

Throughout the semester we will be looking at a variety of web sites for the purposes of evaluation and criticism. I avoid sites that I feel are overtly sexual or offensive in nature, but I cannot be responsible for all of the content on these particular sites. While not intentional, it is possible that some of the content may be offensive to some students. Keep in mind that these sites were selected for their instructional value as it related to the course.
Grading

Blackboard works on a weighted system, and the approximate item weights are as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>Web Site Critique Report</td>
</tr>
<tr>
<td>10%</td>
<td>Personal Blog</td>
</tr>
<tr>
<td>10%</td>
<td>Academic Portfolio</td>
</tr>
<tr>
<td>15%</td>
<td>Client Web Site</td>
</tr>
<tr>
<td>25%</td>
<td>In-Class Activities/Memos (variable)</td>
</tr>
<tr>
<td>20%</td>
<td>Tests (or 5% each)</td>
</tr>
<tr>
<td>10%</td>
<td>Final Exam</td>
</tr>
<tr>
<td>100%</td>
<td>Total</td>
</tr>
</tbody>
</table>

Tests – Tests will cover your reading in both texts and the class lecture. Both coding questions and conceptual questions will be covered in the tests. You are responsible for knowing the material, whether it was covered in class lecture or is only in the book. No notes, books, or computers slides or web sites may be used during a test unless you are directed otherwise. Tests must be completed individually - no talking will be permitted during a test. If any outside resources are used or if you are caught talking during a test, you will automatically earn a zero on the test.

If you miss a test you must arrange a time with me to make up a test. This is your responsibility. I will not take up class time for you to make up a test. If you do not arrange a time with me to make up a test within one week of the absence, that test will be counted as a zero.

Classroom Decorum

We will conduct this class as though it were a typical workplace. Please speak, attend, and behave accordingly. Please do not come to class unprepared; if you do, I reserve the right to ask you to leave and to charge you with an absence. Also, any student who falls asleep will be awakened and asked to leave the class. If these actions would embarrass you, please come to class prepared and alert. Also, chewing gum, eating, drinking, talking disruptively, habitually forgetting the textbook, and doing coursework for other classes are prohibited. Turn off all electronic communications equipment; if it makes noise, turn it off before coming to class.

Food and drink are NOT allowed in the lab. If you bring food or drink I will ask you to put it away or throw it out. That means do not set your drink on the tables or desks, and do not bring it out to drink while at your computer station. Finally, following University tobacco-use policy, no tobacco products of any kind, including chew or dip, are to be used in the classroom.
Attendance Policy

**Come to class.** You benefit by attending regularly and developing professional work habits. You will only be considered present if you sign the attendance sheet. It is your responsibility to sign the sheet every day at the beginning of class. If you do not sign the attendance sheet, you will be counted as absent whether you attended class or not.

Because of the nature of the course material and the fast-paced nature of the course, missing classes can cause you to fall behind in your work. For this reason, I strongly recommend that you only miss class when it is unavoidable, as in the case of an emergency.

If you miss class, please follow these steps:
1. If you must miss class, you should first consult the syllabus to see what you have missed. Do not e-mail me and ask – this is what the syllabus is for.
2. Review the assigned chapters and the associated PowerPoint notes.
3. Complete the activities on your own.
4. If you still have questions at that point, you should consult either your classmates through our course MySpace page or come see me during office hours.

**Policy on leaving early.** You are not permitted to leave early unless you have received permission from me personally. If you leave early without permission, I will charge you with an absence, no matter how much of the class you have attended that day.

You are allowed 3 unexcused absences. After this number, you will be docked 1 percentage point from your final grade for each additional absence. After 6 unexcused absences, you will automatically receive a grade of F. Please note that these deductions do not show up on Blackboard; however, they will be counted into your final grade.

You are responsible for keeping track of your own absences - it is not my responsibility to remind you that you are losing points. Documentation will be required in order to excuse an absence and whether an absence will be counted as excused or not is solely up to my discretion as an instructor (unless it is a university excused absence).

**Arrive on time.** Any student who misses class or arrives more than 20 minutes after the beginning of class will be considered absent. I reserve the right to dock points from those who are habitually late as ½ point for each instance after you receive a warning in writing or via e-mail.

**Workshop/critique days.** Your attendance is required on a workshop or critique day. Failure to come on that day or coming with an incomplete draft will result not only in an absence (you will be asked to leave if you come unprepared) but will also result in a 10 point deduction from that assignment. As always, documentation will be required to excuse an absence and it is up to me whether to accept that documentation (unless it is a University-approved absence).
**Academic Honesty**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is available on the web at http://www.angelo.edu/forms/pdf/honorcode5.pdf. Students in this class who are determined to have violated the policies explained in the code will face a disciplinary process that, at minimum, will result in failing the assignment, and may also include receiving a failing grade in the course, as well as being referred to the English Department Chair for possible further action.

**Students with Disabilities or Special Needs**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA) and subsequent legislation.

The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting:

Dallas Swafford  
Director of Student Disability Services  
Office of Student Affairs  
325-942-2047  
dallas.swafford@angelo.edu  
University Center, Room 112
Tentative Schedule - 3353 Web Publishing

This schedule may be subject to change.

Tuesday, August 28
1. Course policies
2. Introductions
3. Lecture – Understanding the Web
4. Activity – Complete favorite web site memo. In the memo, list the following: 1) The name and URL of your favorite site, 2) The purpose and genre of your favorite site, 3) What you like best about the site, and 4) What the site developers might do to improve it and make it even better.
5. **Homework** – Read Chapter 1 in WW and Ch 1 in HF

Thursday, August 30
1. Lecture – Effective Web Design (Chapter 1 in WW)
2. Lecture - The Language of the Web (Chapter 1 in HF)
3. Activity – Complete HF Chapter 1 activity in class
4. **Homework** - Read Chapter 2 in WW.

Tuesday, September 4
1. Lecture – Best Practices for Writing for the Web (Chapter 2 in WW)
2. Introduce Web Site Critique Report Assignment
3. **Homework** – Read Chapter 2 in HF.

Thursday, September 6
1. No class. Work on web site critique report.
2. **Homework** – Read Chapters 7 and 8 in WW.

Tuesday, September 11
1. Lecture – Writing Succinctly and with Style (Chapters 7 and 8 in WW)
2. Lecture – Going Further with Hypertext (Chapter 2 in HF)
3. Activity – Complete HF Chapter 2 in class.
4. **Homework** – Read Chapter 3 in HF.
5. **Homework** – Finish Critique Report, due Thursday.

Thursday, September 13
1. **Web Site Critique Report due**
2. Lecture – Web Page Construction (Chapter 3 in HF)
3. Activity in class - Chapter 3 HF
4. **Homework** – Study for Test 1 over HF Chapters 1-3, and WW Chapters 1-2 & 7-8, and the Understanding the Web lecture.
Tuesday, September 18
1. Test 1
2. **Homework** – Read Chapter 4 in HF and Chapter 6 in WW.

Thursday, September 20
1. Lecture – Writing Nonlinear, Interactive Stories (Chapter 6 in WW)
2. Lecture – Getting Connected (Chapter 4 in HF)
3. Activity in class – Chapter 4 in HF.

Tuesday, September 25
1. Lecture – Telling a Good Story (Chapter 9 in WW)
2. Lecture – Writing Blogs (Chapter 12 in WW)
3. Introduce Blog Assignment
4. **Homework** – Read Chapter 9 in WW.

Thursday, September 27
1. Lecture – Graphic Design (Chapter 3 in WW)
2. Lecture – Graphics (Chapter 5 in HF)
3. Activity in class – Chapter 5 HF
4. Study for Test 2 over WW Chapters 3, 6, 9, & 12; HF Chapters 4 & 5.

Tuesday, October 2
1. **Test 2**
2. Homework – Read Chapters 4 and 5 in WW.

Thursday, October 4
1. Lecture – Adding Motion and Sound (Chapters 4 and 5 in WW)
2. In class activity – learning to write for the web instructions TBA.
3. **Homework** – Read Chapter 6 in HF.

Tuesday, October 9
1. Lecture – Web Standards and Compliance (Chapter 6 in HF)
2. In class activity – Chapter 6 in HF
3. **Homework** – Finish Blog Assignment, due Thursday.

Thursday, October 11
1. **Blog Assignment due**
2. Lecture – Ethics and Copyright
3. Activity – Mullet Hunter sites: privacy invasion or public domain? There are several sites online that were developed for the purpose of satirizing the mullet hairstyle (look it up on Google to see a few). Most of the pictures were taken on “hunts” or without the consent of the person in the photo. What are the ethical implications of this? Does this infringe on the person’s right to his/her own likeness? Explain your thoughts on the ethics and legal implications of these sites in memo format.
4. **Homework** – Read Chapter 7 in HF.
Tuesday, October 16
1. Introduce academic portfolio assignment.
2. Lecture – Getting Started with CSS (Chapter 7 in HF)
3. In class activity – Chapter 7 in HF.
4. **Homework** – Read Chapter 9 in HF.

Thursday, October 18
1. Lecture – Styling with Fonts and Colors (Chapter 8 in HF)
2. In class activity – Chapter 8 in HF.
3. **Homework** – Study for Test 3 over WW Chapters 4 & 5; HF Chapters 6-8, & ethics lecture.

Tuesday, October 23
1. **Test 3**
2. **Homework** – Read Chapter 9 in HF.

Thursday, October 25
1. Lecture – The Box Model (Chapter 9 in HF)
2. In class activity – Chapter 9 in HF.
3. **Homework** – Read Chapter 10 in HF

Tuesday, October 30
1. Lecture – DIVs and Spans (Chapter 10 in HF)
2. In class activity – Chapter 10 in HF.

Thursday, November 1
**Academic Portfolio Assignment due**

Tuesday, November 6
1. **Lecture** – freelance web writing
2. In class activity – SEO keywording

Thursday, November 8
1. **SEO keywording due**
2. Lecture – Project Planning
3. Introduce Client Website Assignment

Tuesday, November 13
1. Lecture – Layout and Positioning (Chapter 11 in HF)
2. In class activity – Chapter 11 in HF.
3. Activity – Start working on APS and client memo.

Thursday, November 15
1. Lecture – Designing and Building
2. **Homework** – **Finish APS and client memo**
3. **Homework** - Work on Client Web Site Assignment – Develop site plan/planning report.
Tuesday, November 20
   1. APS and memo for client web site due
   2. In class activity – work on the site plan/planning report for the client.

Tuesday, November 27
   1. Site plan for Client Web Site due
   2. Homework – Study for Test 4 over HF Chapters 9-11, the Project Planning Lecture, and the Designing and Building lecture.

Thursday, November 29
Test 4

Tuesday, December 4
Usability testing of client sites

Thursday, December 6
   1. Client Web Site Assignment due
   2. Review for final exam

Final Exam Schedule
Thursday, December 13
8:00-10:00 am