

## COM 366 - Web Production & Design

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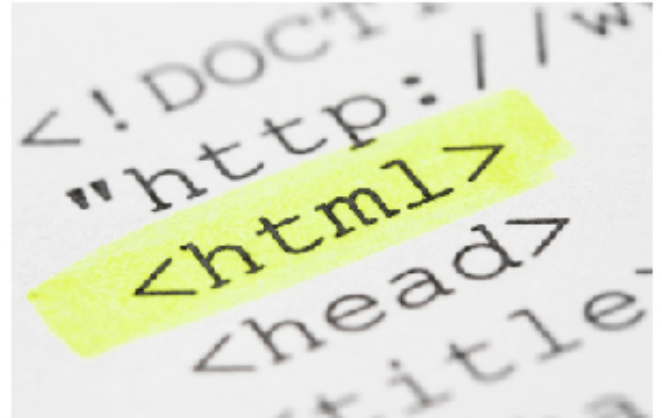
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### Course Overview:

An Englishman, Tim Berners-Lee is credited with inventing the World Wide Web. (Sorry Al Gore!). Berners-Lee actually came up with the name World Wide Web to describe this network of linked sites where people from around the world could share information. In the early 1990s Berners-Lee created HTML, which is the code still used today to create Web pages. A key element of Berners-Lee's invention was hypertext, which is the way Web pages are linked together by the click of a mouse.



A few years later Mosaic, the first graphical Web browser, was developed right down the road at the University of Illinois by an undergraduate computer science major, Marc Andressen, and a university employee working as a computer programmer, Eric Bina. Bina was legendary for his work ethic, known for putting in 48-hour stints of continuous software programming.



M a r c A n d r e s s e n

After graduation Andressen moved to California where he became one of the founders of Netscape, the first commercially produced Web browser. (The U of I refused to let Andressen use the name Mosaic, so he changed it to Netscape.) Many have characterized Netscape as the killer app that made the Internet what it is today with its user-friendly graphical interface of photos, graphics, color, etc.

Meanwhile Bina stayed in Champaign, where he still lives today. Netscape, once the dominant Web browser, was overtaken years ago by Microsoft's Explorer and is now known as Mozilla Firefox.

So welcome to the world of HTML, Web browsers and hypertext links, all of which you will be learning much more about in COM 366. Dare say, by the end of the course you may feel a certain kinship with these titans of the Internet, or at least better appreciate their contributions to a whole new era of human communication and connectivity.

## **Course Objectives:**

1. To recognize effective web layout design.
2. To use basic design principles in Web layout creation.
3. To understand the basic concepts and terms used in web page production.
4. To demonstrate the ability to design and produce web pages using PhotoShop, css, html.
5. To understand best practices in social media for media websites.
6. To analyze media web sites using Google Analytics.

## **Required Materials:**

Everyone in class should use a USB flash drive (or "thumb" or "keychain" drive, as they are also known) for backing up and transporting their work.

## **Textbooks:**

1. Learning Web Design (5th Edition) by Jennifer Neiderst Robbins. (2018). O'Reilly Media.
2. The Non-Designer's Design Book (4th Edition) by Robin Williams, (2014). Peachpit Press.

## **Grading:**

Your final grade will be based upon the following elements and their weights:

- Class participation, exercises, assignments 10%
  - Assignments and exercises we do in class. If you do the assignment you get full credit, if you are not present or don't complete the assignment in class then you receive no credit.
- Non-Designer's Design tests 15%
  - Weekly quizzes on readings in the Non-Designers Design Book.
- Personal Web site 40%
- Social Media / SEO test certification 10%
- Google Analytics Certification 10%
- Google Analytics report 15%

## **Grading scale:**

A = 90-100 points

B = 80-90 points

C = 70-80 points

D = 60-70 points

F = 0-60 points

## **Grading Criteria:**

Specific grading criteria for projects and exercises will be provided in class. In general, if all the requirements are simply fulfilled, a student may expect to receive an average passing grade of "C." If all the requirements are fulfilled and the work is above average, expect a "B." An "A" grade means that all the requirements have been completed and the work is very well done.

Late assignments and projects will result in an automatic point reduction. I deduct 10% for each class day

your assignment or project is late. Most, if not all of the class exercises will be "in class" assignments and cannot be made up if you are absent. If you miss a test you may take the makeup -- the late penalty is 20% if taken before the next class date, 50% thereafter.

### **Attendance Policy:**

You are expected to conduct yourself in a professional manner and to arrive on time to class and not leave early. If you miss a class, it will be YOUR RESPONSIBILITY to obtain the lecture notes from another student, as well as any announcements or handouts. Late assignments and absences may be excused in the event of documented serious illness, family (immediate) emergency or school sponsored trip. For more information on excused absences due to a death of an immediate family member or relative see the university's [bereavement policy](#). All documentation must be turned into me to receive credit.

After THREE unexcused absences the penalty for each additional absence is one-half a letter grade per absence. So if you have four unexcused absences during the semester that would be one-half a letter grade deducted from your final grade. Five absences would be a whole letter grade; six a letter grade and a half and so on. It is YOUR responsibility to keep track of your absences.

### **Academic Integrity:**

Learning requires an environment of trust and mutual respect and everyone has certain responsibilities to make this a successful class. My responsibilities include respecting your integrity and honesty while at the same time taking steps to create an atmosphere that prevents others from taking advantage of that trust and respect by cheating. Your responsibilities are to hold yourself and your fellow students to those same high standards.

In this class, this includes:

1. Creating your Web sites using the tools we learn in class and without outside help;
2. Not taking someone else's page design or graphics and passing them off as your own;
3. Doing your own work on assignments and tests.

### **Extra Credit:**

You may receive extra credit for participating in any of the studies posted to the School of Communication's Research Announcement Board. The Research Announcement Board is updated as research studies are opened/closed, and it is your responsibility to access the Board and be aware of available opportunities. The Research Announcement Board can be accessed via: <https://sites.google.com/site/ilstusocstudies>

In general, each 30 minutes of participation in an extra credit study will earn you .5 Research Credits. Each Research Credit is worth an additional .5 point toward your total possible final grade in this course. For example, if you participate in a research study worth .5 Research Credits, your participation would provide .5 points toward your final grade. The course instructor will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is your responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study.

Before participating in a study, please be sure to have your name, ULID (i.e., the part of your email before @ilstu.edu), instructor name, and course and section number ready, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study. A maximum of 2 points toward your final course grade can be earned from extra credit opportunities via the Research Announcement Board. After the final day of classes there will be no further opportunities for extra credit or to otherwise improve your grade.

**Class Schedule** (subject to change):

Week 1

August 19, 21

Intro to COM 366, Syllabus

How to gain followers on social media

**Read:** Learning Web Design: Chapters 1-3, Getting Started, How the Web Works, Some Big Concepts, pp. 3-46; Chapter 4, Creating a Simple Web Page, pp. 49-70.

**Read:** Non-Designer's, Chapter 1: The Joshua Tree Epiphany

Week 2

August 26, 28

**Read:** Learning Web Design: Chapter 5, Marking up Text, pp. 71-112; Chapters 6-7, Links, Images, pp. 113-162.

**Read:** Non-Designer's, Chapter 2, Proximity; Chapter 3 Alignment (Quiz 1)

- All quizzes are on Wednesdays

Week 3

Sept 4

**Read:** Learning Web Design: Learning Web Design: Chapters 8-10, Tables, Forms, Embedded Media, pp. 163-234.

Read: Non-Designer's, Chapter 4, Repetition; Chapter 5, Contrast (Quiz 2)

Week 4

Sept 9, 11

**Read:** Learning Web Design: Chapters 23-25, Web Images, pp. 641-733.

Read: Non-Designer's, Chapter 7, Using Color (Quiz 3)

Week 5

Sept 16, 18

**Read:** Learning Web Design: Chapter 11, Intro to CSS, pp. 239-259; Chapter 12, Formatting Text, pp. 261-301.

**Read:** Non-Designer's, Chapter 11, Categories of Type (Quiz 4)

Week 6

Sept 23, 25

**Read:** Learning Web Design: Chapter 13, Colors & Backgrounds, pp. 303-354; Chapter 14, Boxes, pp. 355-384.  
Read: Non-Designer's, Chapter 10, Type (Quiz 5)

Week 7

Sept 29, Oct 2

**Read:** Learning Web Design: Chapter 15, Floating & Positioning, pp. 387-418; Chapter 16, CSS Layout, pp. 419-482.

**Read:** Non-Designer's, Chapter 12, Type Contrasts (Size, Weight, Structure) (Quiz 6)

Week 8

Oct 7, 9

Formatting for Resume, Home page, Portfolio page

How to embed a Twitter feed into a Website

Slideshows, Google maps

**Read:** Non-Designer's, Chapter 12, Type Contrasts ( Form, Direction, Color) (Quiz 7)

Week 9

Oct 14, 16

**Read:** Learning Web Design, Chapter 17, Responsive Web Design, pp. 485-516.

Week 10

Oct. 21, 23

Open lab - required until you have submitted your Personal Web Site

Week 11

Oct 28, 30

Open lab - required until you have submitted your Personal Web Site

Week 12

Nov 4, 6

Personal Web Site due Nov. 6

Examples: [Nicolle Keeney](#), [Kevin McCarty](#) (F'09); [Jennifer Wright](#) S'10; [Melissa Macpherson](#), [Nicole Nesbitt](#) (F'12); [Davonte Longmire](#), [Alexandria Jenkins](#) (F'15); [Travis Collins](#), [Hannah Sheley](#) (S'16); [Amy Niebur](#) (F'18); [Haley Wolfe](#) (S'19)

Week 13

Nov 11, 13

Social Media/SEO

Social Media Certification due Wednesday, Nov. 13 by 5 pm

Week 14

Nov. 18, 20

Google Analytics

Week 15

Dec 2, 4

Google Analytics Certification due Monday, Dec. 2 by 5 pm

Finals Week

WGLT Analytics Report due