**STANDARD POLICIES AND STATEMENTS FOR**

**Web Production & Design (COM 366)**

**Instructor:** Jorgi Henson-Miller **Student Hours:** TTh

**Office:**  450 Fell Hall

**Email:**  [jnhens1@ilstu.edu](mailto:jnhens1@ilstu.edu) **Phone:** 309-438-4626

**Classroom:** Fell 108

**Course Reading Material**

* All course readings have been found through open access content meaning students do not need to purchase the reading material in order to access it. The online copies of the material can be found on our canvas site in the modules.

**Course Material:** All students at Illinois State University can request the ability to download and use Adobe Creative Cloud applications on their personal devices by visiting [about.illinoisstate.edu/adobe/](https://about.illinoisstate.edu/adobe/) . This would include programs like PhotoShop Adobe Spark/Express, InDesign and more tools we will explore throughout the course.

**Netiquette**

**Canvas and Email:** You are expected to check Canvas routinely for important updates or reminders. You are expected to check your email routinely for important updates or reminders. If you are having issues accessing either, contact [help.illinoisstate.edu/technology](https://help.illinoisstate.edu/technology) or let me know and I can try to direct you toward help. I try to make everything easy to navigate on Canvas and everything you need will be available in the modules area, but if you are having difficulty understanding where assignments are located, please let me know so we can work through that together.

Since you are expected to upload documents to Canvas, they must be in a format I can access. ISU provides you with a Microsoft account, therefore, that is the technology we work with. Mac/Apple does this real cute thing where it has its own version of Word but it’s called Pages. I cannot open Pages files. If you submit something as a Pages file, it most likely won’t let you upload it, but if it does allow you to upload a pages file, I will send you an email asking you to resubmit as a Word or PDF file. Since you are aware of this information before any assignment is due, if you submit a Pages file and then have to resubmit, this will count as a late assignment. Friendly reminder any type of computer can open a PDF. I love PDFs. I like Word files because I know I can open them, but I really like PDFs. Just a fun fact about me.

**Zoom:** The university provides you with access to a zoom account. We do not have synchronous meetings through zoom, but should you want to meet to talk one-on-one, we can schedule that together. If you have an issue accessing zoom for whatever reason, please let me know so we can work through those issues together. Additionally, if we are meeting via zoom for a chat about course work, I will not require your camera to be on. If you choose to have your camera on, please make sure not to have any illicit material visible in the background. Please!

**Course Goals:** The objective of this course is to educate students on the various design elements, functions, visual literacy, and production of websites. Though websites can be built with a variety of tools, learning the mechanics of one skill set can help prepare people to work with new tools that develop over time. I don’t expect anyone to be html or coding experts by the end of the course, but you will gain an understanding of how html functions and impacts web design and some tips on how to read/understand html.

1. To develop skills to effectively make a website.
2. To determine effective layout designs/or how to improve layouts.
3. To create clear messaging of information and ease of navigability for websites.
4. To understand general web development concepts

**Assignments**

**Website Mapping.** You will review the assigned website and map all menu elements on the home page to understand how the layout is flowing. You will then evaluate if you think the assigned website home page is done well or if there are areas that could be improved.

**Getting to Know You.** You use Adobe Express to create a home page detailing information about yourself. This is a great way to get familiar with the Adobe Tools.

**ADA Compliance Activity.** You will go through a website and evaluate ADA compliance.

**Season Guide Website.** Using the free web builder Wix you will create a 4-page site focused on your favorite season. This is a great way to learn how to use the tools for this resource.

**Adobe Video Tutorial.** Using Adobe Express you will create a short video giving a tutorial of what people might need to know before beginning this hobby.

**Food Endorsement Website.** Using the free web builder Google Site, you will create a 4-page site focused on a food of your choice. This is a great way to learn how to use the tools of this resource.

**Simple HTML Page.** After reviewing the information pertaining to html you will create a simple page using code to learn the basics of HTLM which can also be used in website builders when specific actions are not built into the site.

**CSS Assignment:** After learning HTML, you will see how Cascading Style Sheets allow you to manipulate entire pages in one area of the page to simplify how much coding is needed.

**Brand Logo Guide:** After learning about color hex codes, you will set up a style guide like the one modeled in class and design your own logo using the software of your choice and then make a style guide to create rules about your logo.

**Website Plugins Assignment:** After learning about how different third party software can be added to websites, you will research possible eblast website plugins and create a report noting which options you think are best.

**Dream Nonprofit Website:** Using the software provided through your student creative cloud account, you will make a website on DreamWeaver that is a nonprofit organization of your own design. You will come up with serval pages for this fake nonprofit organization.

**Deliberative Dialogs.** There will be a Deliberative Dialog to demonstrate your understanding of the course work along with giving you advanced notice of an incredibly important participation point assignment. This are worth points, and you are expected to contribute to the course discussion.

**Skill Checks:** Throughout the semester there will be 4 skill checks (not the same thing as the major skill check) and you will complete them in class to show you have mastered the skill being taught during that specific class. The lowest points earned skill check from these four will be dropped.

**Major Skill Check:** Before we begin the final project, you will demonstrate understanding in either all the content we have been learning, or understanding of how to look up this information online and find the solutions to the problem.

**Final Project:** You will build your 7-page website using one of the web builders we discussed throughout the course. You will focus on a hobby of your choice that has been approved by me. You will be expected to incorporate elements into the website that we learned throughout the semester like (forms, media embeds, clear content writing, and ADA compliance)

**Late work:**

1. I do accept late work. If you get an assignment to me before you miss the deadline it won’t even count as late work. After the 24-hour mark there will be a 5% point deduction for each 24 hour period that the assignment is late. If you are ill and cannot complete your work, please reach out to me so we can work out an arrangement so that you do not receive a point penalty. I can only help if you communicate with me. You do not need to provide any lengthy disclosure. Just simply letting me know something is going on in your life that is disrupting your ability to complete assignments is enough information.
2. Assignments will not be accepted after the last date of the course set by the university.

**EVALUATION**

Website Menu Mapping 30 pts.

Get to know you home page 20 pts.

ADA Compliance Activity 25 pts.

Brand Logo Guide 30 pts.

Season Guide Website 50 pts.

Adobe Tutorial Video 30pts.

Food Endorsement Website 50pts.

Dream Nonprofit 50pts.

Simple HTML page 50pts.

CSS Assignment 50pts.

Website Plugins Assignment 20pts.

Deliberative Dialogue 50pts.

Skill Check: Analytics 10pts.

Skill Check: HTML 10pts.

Skill Check: JavaScript 10pts.

Skill Check: Fontawesome 10pts.

Major Skill Check: Final Project 50pts.

Final Project Topic Approval 5pts.

Final Project 120 pts.

Total points 430 pts.

The grading scale is a standard ten percentage point scale:

89.5-100% =A; 79.5%-89.5% = B; 69.5%-79.5% = C; 59.5-69.5% = D; below 59.5% = F

**Course Policies**

**Cheating/Plagiarism.** Students are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the *Code of Student Conduct*. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and unacknowledged collaboration on speech topics and/or the presentation of someone else’s work warrants plagiarism.

Students found to inadvertently commit acts of dishonesty will receive appropriate penalties specific to the assignment in question. Students found to commit intentional acts of dishonesty will receive a failing grade in the course and will be referred for appropriate disciplinary action through Student Conduct and Conflict Resolution Office.

Students who publish course work online to websites (specifically Course Hero) with the intent of allowing other students to copy the material, will be in violation of academic dishonesty. All material from this course are the rights of the instructor. Material published online will be in violation of university policy. Students found pulling information from other students off the internet with the intent of using it as their own will be in violation of academic dishonesty.

**Accommodations.** Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

**Mental Health Resources.** Life at college can get very complicated. According to recent research, nearly 40% of college students are at-risk for developing generalized anxiety disorder and are less likely to seek help for it compared to other mental health issues. Students also sometimes feel overwhelmed, lost, experience depression, and struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

**Illinois State University Bereavement Policy.** If a student experiences a death of an immediate family member or relative as defined below, the student will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations.  The student will provide appropriate documentation and arrange to complete missed classroom work as soon as possible according to the process outlined below.

Upon notification of the absence and proper documentation, each faculty member shall excuse the student from class according to this policy and provide an opportunity to complete missed exams, quizzes, and other required work.  Ultimately, the student is responsible for all material covered in class and must work with each individual professor as soon as they return to complete any required work. Details can be found at the following website: http://policy.illinoisstate.edu/students/2-1-27.shtml

**\*\* *This schedule laid out below is extremely tentative. If changes are made, you will be explicitly notified through email and given an updated schedule.\*\****

**Tentative Course Schedule**

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| **Week/Date** | **Reading** | **Material Covered** | **Assignment Due** |
| **Week 1**  Tues 16 (Jan) |  | Syllabus Review and Introduction to Communication  *Assign Get to Know You Webpage* |  |
| **Week 1**  Thurs 18 (Jan) |  | Creating a webpage using Adobe Express | **Get to Know You page due Friday (1.19 by 11:55pm) After the assignment closes you will be assigned 2 peers to evaluate** |
| **Week 2**  Tues 23 (Jan) | Learning Web Design Ch. 2 | Overview of How the web works |  |
| **Week 2**  Thurs 25 (Jan) | Overview of User Experience (UX) | Overview of User Experience (UX)  *Assign Website Menu Mapping* | **Website Menu Map due Friday (1.26 by 11:55pm)** |
| **Week 3**  Tues 30 (Jan) | Digital Marketing Fundamentals Ch. 2 **&** Ch. 4 | Overview of Google Analytics concepts and how they apply to websites  Overview of Search Engine Optimization | **Skill check due by end of class: Explore metrics from sample Analytics** |
| **Week 3**  Thurs 1 (Feb) | Universal Principles and UX Inclusive Design | Overview of ADA compliance concepts and how they apply to websites  *Assign ADA compliance assignment* | **ADA compliance assignment due Friday (2.2 by 11:55pm)** |
| **Week 4**  Tues 6 (Feb) |  | Wix Web Builder Tutorial  *Assign Season Guide Website Assignment* |  |
| **Week 4**  Thurs 8 (Feb) |  | In class Wix Workshop | **Season Guide Website due Friday (2.9 by 11:55pm)** |
| **Week 5**  Tues 13 (Feb) | Learning Web Design Ch. 23 | Overview of Web Image Basics on Websites  *Overview of using Adobe Fresco* |  |
| **Week 5**  Thurs 15 (Feb) |  | In class logo workshop | **Brand Logo Guide due Friday 2.16 by 11:55pm** |
| **Week 6**  Tues 20 (Feb) | Learning Web Design Ch. 4 | Overview of creating a simple HTML page  *Assign Simple HTML page* | **Skill check due by end of class: Give me HTML codes from the prompts** |
| **Week 6**  Thurs 22 (Feb) |  | In class HTML Workshop | **Creating a Simple HTML page due Friday (2.23 by 11:55pm)** |
| **Week 7**  Tues 27 (Feb) | Learning Web Design Ch. 9 | Overview of creating forms for websites &  Website Plugins Lecture | **Website Plugin Assignment due 3.1 by 11:55pm** |
| **Week 7**  Thurs 29 (Feb) |  | What should go on the internet Deliberative Dialogue: **In Class Activity Worth Points, please attend!** |  |
| **Week 8**  Tues 5 (March) |  | Google Site Web Builder Tutorial  *Assign Food Endorsement website* |  |
| **Week 8**  Thurs 7 (March) |  | In class Google Site Workshop | **Food endorsement website due Friday (3. 8 by 11:55pm)** |
| **Week 9**  Tues 12 (March) |  | **SPRING VACATION NO CLASS!** |  |
| **Week 9**  Thur 14 (March) |  | **SPRING VACATION NO CLASS!** |  |
| **Week 10**  Tues 19 (March) | Learning Web Design Ch. 11 | Overview of CSS  *Explore Fontawesome and Icons* | **Skill Check: Fontawesome** |
| **Week 10**  Thurs 21 (March) |  | In class CSS workday |  |
| **Week 11**  Tues 26 (March) |  | In class CSS workday | **CSS assignment due Friday 3.29 by 11:55pm** |
| **Week 11**  Thurs 28 (March) | Learning Web Design Ch. 21 | Overview of JavaScript | **Skill Check: Making JavaScript buttons in class** |
| **Week 12**  Tues 2 (April) |  | Learning Adobe Express Video  *Assign Final Project Topic* | **Final Project Topic Due** |
| **Week 12**  Thurs 4 (April) |  | Adobe Express Video Workshop | **Adobe Express Video due Friday (11.17 by 11:55pm)** |
| **Week 13**  Tues 9 (April) |  | Adobe DreamWeaver Web Builder Tutorial  *Assign Dream Nonprofit website* |  |
| **Week 13**  Thurs 11 (April) |  | In class Adobe DreamWeaver Workshop | **Dream Nonprofit website due Friday (4. 19 by 11:55pm)** |
| **Week 14**  Tues 16 (April) |  | AI and other things on the landscape of Web design |  |
| **Week 14**  Thurs 18 (April) |  | **In Class Major Skill check before we start final project** | **Class Vote for Project Due Date** |
| **Week 15**  Tues 23 (April) |  | In Depth Explanation of Final Project |  |
| **Week 15**  Thurs 25 (April) |  | In class workshop for final project |  |
| **Week 16**  Tues 30 (April) |  | In class workshop for final project |  |
| **Week 16**  Thurs 2 (May) |  | TBA | **TBA** |
| **Week 17** | **FINALS WEEK TBA** | | |