

Austin Peay State University
Department of Communication
COMM 5410.23

Web Design and Criticism (3) Syllabus

W, 5:00 PM to 8:00 PM, MMC 327

Fall 2007 / Dr. Frank E. Parcels, Instructor; Ms. Stephanie Elder, Laboratory GA

Course Description

Communication professionals require the skills necessary for web page construction and evaluation. HTML (Hypertext Markup Language) tags and syntax are reviewed while web publishing (Adobe DreamWeaver) and image editing software (Adobe Fireworks) are employed to develop web pages, websites, and graphics. The course explores Internet ethics and controversial issues such as censorship, privacy, SPAM, online marketing, and electronic Copyright are explored.

Course Objectives

- Students explore the web environment including its development and present uses. and controversial issues such as censorship, privacy, SPAM, online marketing, and electronic Copyright are explored.
- Students focus on developing web pages and web sites in HTML (hypertext markup language).
- Students learn to create and edit graphic images in .gif and .jpg formats.
- Students plan, prepare, and publish a web site for a noncommercial organization in Montgomery County, Tennessee.
- Students learn about a variety of software associated with web design including Macromedia DreamWeaver and Fireworks, Fetch and WS-FTP LE client, and Microsoft Internet Explorer.
- Students develop a sense of web site criticism and apply principles and concepts of design in the evaluation of web sites.
- Students discover information about web site promotion and publicity.
- Students explore controversial issues of public concern surrounding the Internet.

Course Textbooks

- Mohler, J., & Bowen, K. (2005). *Exploring Dreamweaver*. Clifton Park, NY: Thomson/Delmar Learning.
- Sklar, J. (2006). *Principles of Web Design* (3rd ed.). Boston, MA: Thomson/Course Technology.
- Both are required textbooks and students will be tested over reading materials from both texts.

Required Software

Students must use only Microsoft Word software for all written assignments in this course; both Windows and Macintosh versions are acceptable. Submitting work by email as an attachment in any other word processing format than Microsoft Word will result in the instructor not grading the assignment and the student receiving a zer

All web design work *must be completed* using only *Adobe Dreamweaver* for all class assignments. Any required image editing *must be completed* using only *Adobe Fireworks*. Use of other web publishing or image editing software is cause for assignment failure.

Course Instructor

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Laboratory Graduate Assistant

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Fall 2007 Office Hours:

Course Schedule

Readings are to be completed by the date listed below. It is the student's responsibility to be prepared to discuss and debate materials covered in the readings by the date listed.

Week, Day & Date	Unit & Class Lecture	Lecture Readings	Class Laboratory	Laboratory Readings	Assignment or Examination
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<p>1 W, 8/29</p>	<p>Class Orientation, Syllabus Overview, Course Requirements, Participation Explanation; UNIT I: INTERNET FOUNDATIONS, Lecture #1: Historical Development of the Internet For a printable version of Lecture #1, click here.</p>		<p>Using A Macintosh: Mac OS X and Mac Classic; Where do I find applications? How do I start and close applications? Where can I buy applications? Do I get student discounts?</p>	<p>Negrino & Smith, Ch. 1</p>	
<p>2 W, 9/5</p>	<p>UNIT I: Lecture #2, Introduction to Internet Protocols and Web Publishing For a printable version of Lecture #2, click here.</p>	<p>Sklar, Ch. 1</p>	<p>Orientation to Macromedia Dreawever</p>	<p>Negrino & Smith, Ch. 2</p>	<p>ASSIGN: #1, Business of Internet Report</p>
<p>3 W, 9/12</p>	<p>UNIT I, Lecture #3: Web Basics: What Web Publishing Requires: URLs, FTP, Domain Name, & ISP Accounts For a printable version of Lecture #3, click here.</p>	<p>Sklar, Chs. 2 & 3</p>	<p>Web Design Basics with Dreamweaver</p>	<p>Negrino & Smith, Ch. 3</p>	<p>ASSIGN: #2 Protocol Report</p>
<p>4 W, 9/19</p>	<p>UNIT II: Web Publishing Lecture #4: Basic Raw HTML: Tags and Commands For a printable version of Lecture #4, click here.</p>	<p>Sklar, Appendix A</p>	<p>Using Tables in Dreamweaver to Structure Web Sites</p>	<p>Negrino & Smith, Ch. 9</p>	<p>Exam I covering Unit I; first 50 minutes of class ASSIGN: #4 Creating Personal Web Page</p>

<p>5 W, 9/26</p>	<p>UNIT II, Lecture #5: Tables For a printable version of Lecture #5, click here.</p>	<p>Sklar, Appendix A</p>	<p>Using Tables in Dreamweaver to Structure Web Sites</p>	<p>Negrino & Smith, CH. 9; Sklar, Chs. 5 & 9</p>	<p>DUE: Assign #2, Protocol Report; posted online by 10 PM</p>
<p>6 W, 10/3</p>	<p>UNIT II, Lecture #6: Web Site Publishing (Type & Style) For a printable version of Lecture #6, click here.</p>	<p>Sklar, Chs. 4 & 7, & 11</p>	<p>Dreamweaver Templates</p>	<p>Sklar, Ch. 9; Negrino & Smith, 13, pp. 363-374</p>	<p>ASSIGN: #3, <u>Nonprofit Web Site</u></p>
<p>7 W, 10/10</p>	<p>UNIT II, Lecture #7: Dynamic HTML & CSS For a printable version of Lecture #7, click here.</p>	<p>Sklar, Chs. 6 & 7</p>	<p>Working with Dynamic HTML and Cascading Style Sheets</p>	<p>Sklar, Appendix B; Negrino & Smith, Ch. 5, & Ch. 6, pp. 170-187</p>	<p>ASSIGN: #6, <u>Why Dynamic HTML?</u>; DUE: Assign #1 Business of Internet posted online by 10 PM.</p>
<p>8 W, 10/17</p>	<p>UNIT II, Lecture #8: Criticizing Web Sites & Evaluation Web Pages For a printable version of Lecture #8, click here.</p>	<p>Review, Sklar, Chs. 1 & 2</p>	<p>The Basics of Fireworks; Building and Scanning Images</p>	<p>Sklar, Ch. 8; Negrino & Smith, Ch. 8, pp. 219-238</p>	<p>ASSIGN: #5, <u>Creating an Image</u></p>
<p>9 W, 10/24</p>	<p>Unit II, Lecture #9: Web Forms & the Business of the Internet; Form Actions, "Put" and "Get" HTML Commands For a printable version of Lecture #9 click here.</p>	<p>Sklar, Ch. 10</p>	<p>Creating Web Forms</p>	<p>Negrino & Smith, Ch. 10</p>	<p>DUE: Assign #6, Why Dynamic HTML; posted online by 10 PM</p>

<p>10 W, 10/31</p>	<p>UNIT III: WWW REGULATION, PROMOTION, & EVALUATION UNIT IV, Lecture #10: Posting Your Web Site on the WWW</p> <p>For a printable version of Lecture #10, click here.</p>		<p>Using Layers for Navigation</p>	<p>Negrino & Smith, Ch. 6, pp. 192-203</p>	<p>Exam II covering Unit II first 50 minutes of class;</p>
<p>11 W, 11/7</p>	<p>UNIT III, Lecture #11: Downloading Files Online, The Legal Applications of Electronic Copyright</p> <p>For a printable version of Lecture #11, click here.</p>		<p>Layers Continued;</p>	<p>Negrino & Smith, Ch. 6, pp. 192-203</p>	<p>ASSIGN: #7, <u>Web Site Critique</u>;</p>
<p>12 W, 11/14</p>	<p>UNIT III, Lecture ##12: Web Site Promotion , Metatags, Keywords, & Site Submission</p> <p>For a printable version of Lecture #12, click here.</p>		<p>Behaviors and Javascripting in Dreamweaver</p>	<p>Sklar, Appendix B; Negrino & Smith, Ch. 12</p>	<p>DUE: Assign #4 Web Page; posted on COMM.APSU.EDU by 10PM; DUE: Assign #5, Creating an Image; posted on web site by 10 PM</p>
<p>13 W, 11/28</p>	<p>Group Work for Assignment #3, Nonprofit Web Site</p>		<p>Working with Dynamic HTML in Dreamweaver</p>		<p>DUE: Assign #4 Web Page Critique; posted online by 10PM; Assign #7, Web Site Critique: Posted online by 10 PM! DUE: Assign #3: Nonprofit Web Site Reports; all site posted online for all groups by 8 PM, Wednesday, 11/28!</p>

14 W, 12/5	DUE: Assign #3 Nonprofit Web Site Reports in Class		NO LABORATORY		Exam III covering Unit III; first 50 minutes of class;
15 W, 12/12 from 5 to 7 PM	DUE: Assign #3 Nonprofit Web Site Reports in Class COMPREHENSIVE FINAL EXAMINATION First 70 minutes of class.		FINAL EXAMINATION		

Course Ingredients

This course employs self, peer, class, and instructor evaluation when determining grades for the oral reports and web projects. Written assignments are graded by the instructor taking into account writing style, use of the English language, content information, organization, and resources cited in the work.

Item	Description	Number	Individual Value	Total Point Value	Percentage
Examinations	60 item, true-false, multiple choice, and matching unit examinations covering the readings and lectures.	3	100	300	4% or 13%
Final Examination	100 item, true-false, multiple choice, and matching final examination covering the readings and lectures. Questions are taken verbatim but randomly selected from four unit examinations.	1	300	300	13%
Protocol Report	Students work in small groups to define and explain the uses of different Internet protocols assigned by the instructor. Written reports are posted online.	1	100	100	5%

Creating Personal Web Page	Each student plans, prepares, and publishes a personal web page using Macromedia DreamWeaver and uploaded via FTP to a web account.	1	200	200	9%
Creating an Image	Each student creates a unique image (.gif or .png) using Macromedia Fireworks which is displayed online uploaded by FTP to an Internet account.	1	100	100	5%
Reaction Posting: Why Dynamic HTML	Each student researches, analyzes, and evaluates <i>dynamic HTML</i> determining its value and appropriateness to current web design and publishing. Written reports are posted online.	1	200	200	9%
Web Site Critique	Each student is assigned a web site to analyze, evaluate, and critique using a variety of criteria outlined in class and developed individually by students. Students post reports online.	1	150	150	6%
Business of Internet Report	Students work in small groups to determine how specific elements of e-commerce contribute to the success of online sales of products and services. Oral reports are given in class.	1	200	200	9%
Nonprofit Web Site	With the permission and cooperation of a Montgomery County nonprofit agency, students work as teams in small groups to research, develop, design, publish, and finally upload and host a comprehensive web site for the organization. Hosting is done by TNVolunteerism.org, offering free Internet services to nonprofit groups.	1	400	400	18%
Participation	Self, peer, and instructor assessment of each student's involvement in the class and contribution to self and other learning during the course.	1	300	300	13%
				2,250	100%

Course Evaluation

This course employs instructor, self, and peer assessment where appropriate for assignment, project, and participation evaluation.

Grade	Defined	Points	Percentage
A	Superior	2,115 to 2,250	90 to 100%
B	Very Good	1,880 to 2,114	80 to 89%
C	Good	1,645 to 1,879	70 to 79%
D	Poor	1,410 to 1,644	60 to 69%
F	Failing	1,409 to 0	59% to 0

Instructor Expectations

Student participation in discussion groups, class and during lectures and projects is expected and an evaluated part of this course. Students who create a disruptive or hostile atmosphere in the class can be asked to leave or even removed from the course by the instructor per APSU Policy.

Course Syllabus Changes

Your instructor reserves the right to change this syllabus by eliminating, adding, revising, or otherwise modifying assignments, due dates, or course structure. However, students will be provided in class and by email notification of and syllabus changes.

Students with Disabilities

Any student who has a disability or special needs that may affect his or her academic performance in this course is encouraged to make an appointment with me to discuss this matter, or you may contact Disability Services: telephone (931) 221-6230 or for tty call (931) 221-6278. It is, however, the student's responsibility to initiate contact with the instructor or Disability Services to receive assistance accommodations in this course.

Minors on Campus

This is a reminder to students enrolled in APSU classes that "according to APSU policy #3:032, minors (defined as those under the age of 18) are not allowed in classrooms. While we recognize that extenuating circumstances occur and make it difficult for some students to attend without bringing children with them on occasion, the [University] must enforce the rules and thus any request for a child in an APSU classroom must be denied. You should also be aware that minors are not allowed in academic labs, computer labs, science labs, or the library. Further, children cannot be left in halls outside classrooms. Please be aware that the policy on unattended minors is for the purpose of ensuring that our classrooms are conducive to learning and for the safety and protection of minors. For additional information on minors on campus, contact the Office of Student Affairs in the Morgan University Center."

Course Syllabus Download

Students can opt to download a printable copy of this syllabus using either of the following links depending upon the type of document they wish to download.

- Click [here](#) to download a copy of this syllabus as an Adobe Acrobat (.pdf) file for printing.
- Click [here](#) to download a copy of this syllabus as a Microsoft Word (.doc) document.