MCOM 6336 Digital Media
Spring 2014

Dr. Kelly Kaufhold   **Media & Communication   MCOM 405**
(806) 834-1766   **Office Hours: Tu / Th: 12:30 – 2 p.m.**
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                                      and by appointment

Class: Tu / Th 2 – 3:20 p.m.   MCOM 375

Catalog Description:
Students will put web usage into the context of human-computer interaction and discuss design principles, aesthetics, usability, & interactivity. Students will learn coding basics.

Course Purpose and Description: This course will introduce students to fundamental Web design, including HTML, CSS and JavaScript. Students will progress from fundamentals through topic-specific site design and, finally, to an individual final website. I PROMISE you we will demystify Web design!

Students in this course will learn:
• Best practices for useful, attractive Web design
• Fundamentals of HTML and CSS coding
• Application of JavaScript for more interactive Web design

Required Text and other materials:

• Elizabeth Castro &
  Bruce Hyslop
  HTML5 and CSS3
  Visual Quickstart Guide
  7th Edition.
  (Focal Press: Waltham, MA; 2012)

• A removable/portable hard drive.
  Portable hard drives offer two distinct advantages:
  (1) They can easily handle all the media you
      work with this semester (photos, audio, video);
  (2) They are really the only way that you can take
      everything with you after the course to use for
      job-seeking purposes.
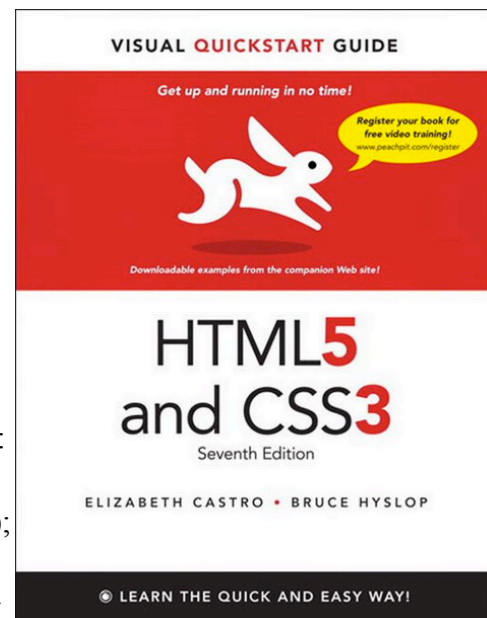
Expected Learning Outcomes:	Assessment Techniques
• Ability to recognize and apply good design and usability practices for websites	• Class discussion • Usability report • Group project • Final project
• Ability to demonstrate mastery of basic HTML conventions and fundamentals of HTML and CSS coding	• Lab assignments • HTML test • Group project • Final project
• Ability to think critically about how to pair available Web design tools with the needs of a given website	• Presentations • Class discussions • Group project

What is expected:
• Vigilant attendance
• Attention to learning from readings and applying that knowledge in laboratory assignments
• Some experimentation and fun with coding
• Application of good fundamentals, including tasteful, attractive design and good usability

Some useful resources:
Your instructor's site: http://myweb.ttu.edu/wkaufhol/
Assignments, instructions and examples will be found here throughout the semester

Atomic Learning: http://movies.atomiclearning.com/highed
This site provides short training videos for many software packages, including Dreamweaver. Each video covers a specific topic (i.e., how to insert a link). These videos may be a nice supplemental source if you need more training. Students in Media and Communication may use the following login:
Username: mcom_emac
Password: mcomttuem

Lynda.com http://iplogin.lynda.com
Lynda is another terrific tutorial site. The library provides access to this site on all campus computers. You can search for tutorials by software or subject (the Web+Interactive category will probably be useful). You can create an account then log in with your eraider credentials at the link above.
http://library.ttu.edu/news/stories/Lynda.php

Stock.XCHNG: http://www.sxc.hu
This site offers free stock photos, which may be useful for some of your assignments and final project. Each photo available there specifically states the conditions under which you may use the image, so please be selective and follow the rules. I also strongly encourage you to incorporate your own photos and videos in your sites.

Academic Dishonesty:
Any student who plagiarizes another person's work will receive an F for that assignment, will stand in jeopardy of failing the class, and may be dealt with according to the Student Code of Conduct.

ADA statement:
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours or in class. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, contact the Student Disability Services office, 335 West Hall, 806-742-2405.

In accordance with Texas Tech University policy, make-up assignments will be granted for the observation of religious holidays and officially approved University trips.

- Absence due to religious observance: The Texas Tech University Catalog states that a student may be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused for this purpose may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused (p.46).

- Absence due to officially approved trips: The Texas Tech University Catalog states that the person responsible for a student missing class due to an official trip should notify the instructor of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed (p. 46).

- **Attendance:** Absences hurt your work. I do a lot of practical lecturing in class and we'll spend a lot of time with hands-on exercises teaching you things so please plan to attend all classes. I must know in advance for an absence to be excused.

Requirements and Grading:
Course assessment in this class involves a mix of presentations, many lab exercises, applying what you learn by producing two websites, and a test. It is very hands-on and the exam will reinforce the fundamentals you'll learn in class. This is a very practical skills course in which you'll work all semester building knowledge of how to build websites, step-by-step.

- **Usability report (10%).** Students will conduct usability tests of a website and compare findings with classmates to create a clear picture of the strengths and weaknesses of the site. **Due Feb. 11**.

- **HTML test (10%)**: This will test your knowledge of HTML fundamentals, including the ability to identify items in HTML and ability to code basic Web pages. The test is March 11, the Tuesday before spring break.
- **Group website (20%)**: Students will work in fairly large groups to brainstorm and build a topical site representing the interest of the group. I'm envisioning perhaps four group websites – one, each, for those interested in Advertising, Electronic Media, Journalism and Public Relations, but I'm open to other topics (i.e., sports, entertainment, fashion).
- **Lab assignments (30%):** At least eight in-class exercises will allow students to practice and apply the skills of the week on most Thursdays. Six of these will be turned in via Dropbox and graded.
- **Final project (30%):** Each student will produce an individual website. The site will be graded on layout, navigation, color use, editing, and how well it serves the mission of the theme of the site (the right images, information, design for a site on that topic). The topic of your site is entirely up to you with the caveat that it must be rated PG, at worst, in content and presentation. **The site is due Thursday, May 1**.

Grades are based on the following:
- Usability report (10%)
- HTML test (10%)
- Group website (20%)
- Lab assignments (30%)
- Final project (30%)

Grades follow a standard percentage demarcation:
90-100 = A; 80-89 = B; 70-79 = C; 60-69 = D; <60 = F.

Course schedule:
All readings are expected to be completed before class on the assigned day. So, for example, we will discuss the Introduction through Chapter 2 on Tuesday, January 21.

Date	Readings	Topics
Th 1/16		Introduction to the course; quick coding
Tu 1/21	Intro – 2	Building blocks; Index, title, header, etc.; content vs. design
Th 1/23		Site architecture and basic building pages (in-class exercise)
Tu 1/28	Ch. 3-4	Structure and text: Default headers and paragraphs vs. customized Divs
Th 1/30		**Lab – font styles, sizes, divisions**
Tu 2/4	Ch. 5-6	Images and links

Th 2/6		**Lab – images and links**
Tu 2/11	Ch. 15	**Usability Report due** Words and numbers: Lists, headlines, copy, etc.
Th 2/13		**Lab - ordered and unordered lists, headlines, etc.**
Tu 2/18	Ch. 18	Tables
Th 2/20		**Lab – tables**
Tu 2/25		Fixed versus elastic columns and pages
Th 2/27		Lab – pixel numbers, borders, locating elements
Tu 3/4	Ch. 16-17	Web forms and multimedia elements
Th 3/6		**Lab – multimedia and interactive items**
Tu 3/11		***HTML Test**
Th 3/13		Open lab
Tu 3/18		***No class – spring break ***
Th 3/20		***No class – spring break ***
Tu 3/25	Ch. 7-8	CSS formatting and linking HTML to CSS
Th 3/27		**Lab – intro to CSS, directing HTML to CSS**
Tu 4/1	Ch. 9-11	CSS selecting items, text, layout ***Brainstorm about group websites today**
Th 4/3		Lab - Div classes, div tags, special classes
Tu 4/8	Lindgaard, Fernandes, Dudek & Brown reading	Aesthetics – style AND substance **(Reading is on Blackboard – Attention Web Designers: You Have 50 Milliseconds to Make a Good Impression)**
Th 4/10		Lab – open lab to work on group websites
Tu 4/15	Ch. 19	***Group websites due today** Intro to JavaScript
Th 4/17		Lab – JavaScript – putting things in motion
Tu 4/22	(reading TBA)	Design principles and usability
Th 4/24		Lab – work on individual websites
Tu 4/29		Lab – work on individual websites
Th 5/1		Lab – work on individual websites ***Final individual websites due today**
Tu 5/6		View final websites, final class business