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COJO 258 Writing and Designing for the Web

Fall Semester 2018
Tuesday / Thursday
3:25 PM – 5:00 PM

Location
OEC 312

Office Hours

Monday, Tuesday, Wednesday, Thursday
1:00 PM – 3:00 PM
By appointment or online (Skype, email, chat)

Course Description

This course teaches students HTML and web content production. The goal is to help students develop strategies for writing, editing, designing and publishing web applications that meet professional standards.

Note: This course has been designated as a SUST course. SUST courses examine interconnections of human and environmental well-being across disciplines. SUST-designated courses can be used by students to complete the new Sustainability Minor. For more information about the Sustainability Minor, see <http://www.stthomas.edu/osi/forstudents/sustminornew/> or contact Dr. David Kelley at dwkelley@stthomas.edu.

Course Objectives

- Gain a broad understanding of web standards and how they are used to publish electronic media.
- Make creative design decisions that consider user-centered interfaces, accessibility, and user experience (UX) criteria.
- Use markup language and CSS (Cascading Style Sheets) to format digital content and deliver it as a web application.
- Compose a development plan that outlines the content, functionality, and structure of a web application.
- Write textual content suitable for publication on web-based applications and social media platforms.
- Select fonts and apply typesetting that is readable and consistent across computers and mobile devices.
- Publish and optimize digital photography for web applications.
- Design graphics that guide interactivity and enhance the user experience of web-based content.
- Use open standards and proprietary methods to embed time-based media for publication on the web.

- Implement enhanced interaction through open source libraries and advanced techniques.
- Author web applications that respond to mobile and desktop devices through fluid layouts and media queries.

Course Materials

Recommended Texts

- Duckett, J. (2011) *HTML and CSS: Design and Build Websites*. Wiley.
- Teague, J. (2009) *Speaking in Styles: Fundamentals of CSS for Web Designers*. Berkeley: New Riders.
- Various online articles and PDFs to be distributed by the instructor.

Required Technology

- A Mac or Windows laptop with Adobe Photoshop installed.
- A robust text editor that includes syntax highlighting and auto-complete (Sublime Text 2).
- Access to personal shared web storage, Blackboard, email, and web documents.
- Pen or pencil and a paper notebook (ancient tech, yet still magical).

Course Website

The primary site for the class is located at <http://ust.johnkeston.com/category/cojo258>.

Attendance

An effective classroom experience depends on everyone involved: faculty and students alike. Therefore, attending class is required in all Communication and Journalism courses. In this class student grades will be reduced by ½ a grade point once more than three absences occur (A to A-). Another ½ grade point reduction will be applied for each additional absence. Any absences will also cause participation points (10% of the total points) to be reduced potentially lowering the final grade.

General Expectations

Deadlines

Deadlines for class projects must be met to receive the points earned. Late work will only be accepted as a result of documented medical emergencies experienced by the student or an immediate family member.

Respectful behavior

The best learning takes place in an atmosphere of respect. Therefore, students should arrive to class on time and turn off cell phones and other devices that may distract others. In addition, students should pay full attention to whomever is speaking and

refrain from interrupting others during a conversation. Finally, debate is encouraged, but it should be done in a courteous manner.

Academic Integrity

Cheating and plagiarizing have no educational value. Our department expects all students to do their own work and give proper credit – using an accepted citation style – where credit is due.

Writing

Good writing is an essential skill in all communication fields. All written work will be graded with an emphasis not only on content but also on mechanical accuracy.

Students with Disabilities

Academic accommodations will be provided for qualified students with documented disabilities including but not limited to mental health diagnoses, learning disabilities, Attention Deficit Disorder, Autism, chronic medical conditions, visual, mobility, and hearing disabilities. Students are invited to contact the Disability Resources office about accommodations early in the semester. Appointments can be made by calling 651-962-6315 or in person in Murray Herrick, room 110. For further information, you can locate the Disability Resources office on the web at <http://www.stthomas.edu/enhancementprog/>.

Grading

93-100 points:	A
90-92 points:	A-
88-89 points:	B+
83-87 points:	B
80-82 points:	B-
78-79 points:	C+
73-77 points:	C
70-72 points:	C-
68-69 points:	D+
63-67 points:	D
62 points & less:	F

Definitions

All professors in our department view an “A” grade as work that is truly exceptional. A “B” signifies very good, above-average work; and a “C” signifies competence with an appropriate grasp of the subject matter. A “D” is a passing grade despite deficiencies, and an “F” signifies failure.

Projects, Points,

Due Dates

Total Points 100

SC = See Canvas for your specific due date

<i>Title</i>	<i>Points</i>	<i>Due</i>
1. Participation	10	NA
2. Project Portal	10	9/25
3. Google-Fu Exercise	5	SC

4. Technical Exercises (15 total)		
- Image Sizing, Cropping, and Optimization	3	10/2
- Markup	4	10/11
- Styling	4	10/16
- Typesetting for the Web	4	10/25
5. Basic Portfolio Web Application (25 total)		
- Milestones (1. 10/4, 2. 10/16, 3. 10/25)	6	
- Design, Layout, and Content	14	
- Typesetting	3	
- In-class presentation	2	11/1
6. Final Informational Campaign (35 total)		
- Proposal	3	11/8
- Mockups	3	11/15
- Milestones (1. due 11/27, 2. due 12/6)	4	
- In-class Presentation	3	12/21
- Design, Layout, and Content	22	

Assignments

See <http://ust.johnkeston.com> for assignments details

Course Schedule

See <http://ust.johnkeston.com> for day-to-day scheduling

Important Dates

October 26th – October 28th, 2018 Mid-term break
(does not interrupt class)

November 8th, 2018 – No class because of ISSTA performance
(Check Canvas for videos, lessons, and assignments)

November 19th, 2018 Last day to withdraw from class without an F

November 22nd – November 25th, Thanksgiving break

December 14th, Classes end

Friday, December 21, 2018 10:30AM – 12:30PM, Finals

Other Important Dates

<https://www.stthomas.edu/calendars/18-19undergraduatecalendar/>

Weekly Summary

Thursday, September 6th

Week 0: Session 1 (Syllabus/Intros/Getting Started)

Tuesday, September 11th / September 13th

Week 1: Session 1 / Week 1: Session 2

Tuesday, September 18th / September 20th

Week 2: Session 1 / Week 2: Session 2

Tuesday, September 25th / September 27th

Week 3: Session 1 / Week 3: Session 2

Due Session 1: Assignment 1: “Project Portal” Static Web Page (by end of class)

Tuesday, October 2nd / Thursday, October 4th

Week 4: Session 1 / Week 4: Session 2

Due Session 1 : Technical Exercise #1: Image Optimization (by end of class)

Due Session 2: Basic Portfolio Project Milestone #1 (during class)

Tuesday, October 9th / Thursday, October 11th

Week 5: Session 1 / Week 5: Session 2

Due Session 2: Technical Exercise #2: Markup (by end of class)

Tuesday, October 16th / Thursday, October 18th

Week 6: Session 1 / Week 6: Session 2

Due Session 1: Technical Exercise #3: Styles (by end of class)

Due Session 1: Basic Portfolio Project Milestone #2

Tuesday, October 23rd / Thursday, October 25th

Week 7: Session 1 / Week 7: Session 2

Due Session 2: Technical Exercise #4: Typesetting (by end of class)

Due Session 2: Basic Portfolio Project Milestone #3

Tuesday, October 30th / Thursday, November 1st

Week 8: Session 1 / Week 8: Session 2

Due Session 2: Basic Portfolio Project (before class begins)

Tuesday, November 6th / Thursday, November 8th

Week 9: Session 1 / Week 9: Session 2

Due Session 2: Final Web Application (Component 1 – Project Proposal)

Tuesday, November 13th / Thursday, November 15th

Week 10: Session 1 / Week 10: Session 2

Due Session 2: BEFORE CLASS STARTS – Final Web Application (Component 2 – Design Mockups for In Class Critiques)

Tuesday, November 20th

Week 11: Session 1

Thursday, November 22nd

No class due to Thanksgiving holiday

Tuesday, November 27th / Thursday, November 29th

Week 12: Session 1 / Week 12: Session 2

Due Session 1: Final Project Milestone #1 (before last hour of class)

Tuesday, December 4th / Thursday, December 6th

Week 13: Session 1 / Week 13: Session 2

Due Session 2: Final Project Milestone #2 (before class)

Tuesday, December 11th / Thursday, December 13th

Week 14: Session 1 / Week 14: Session 2

Due Session 2: Final group critiques are scheduled for today

Friday, December 21st

Finals Period 10:30AM – 12:30PM

Due: Final Project Presentations