

**Creating for the Web  
COMM326 Fall 2010****3 Credit Hours**

Note: Syllabus dates and assignments may change. Keep notes about updates as assigned.

**Instructor: Anne H. Berry**

**Contact information**

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Office Hours: T/TH, 11 a.m.-1 p.m. in VA 13A

Office Phone: 7581

**Semester overview**

This course will provide students with the necessary tools for building web pages through the use of basic HTML code and Cascading Style Sheets (CSS). Focus will also be placed on utilizing design elements and principles to emphasize the importance of web as an aesthetic form of communication.

**Required course texts:**

- *HTML, XHTML & CSS* (Sixth Edition) by Elizabeth Castro.
- Additional resources and reading materials will be accessible via Moodle.

**Recommended texts:**

- *designing web graphics.4* by Lynda Weinman
- *Dreamweaver CS4: The Missing Manual* by David Sawyer McFarland

**Grading**

Individual grades are based on a variety of criteria including class participation, exams, quizzes and meeting project deadlines. Final grades will be determined based on the following components:

- 5% General preparedness
- 10% Class participation
- 10% Lab assignments and class exercises
- 25% Tests and quizzes
- 50% Major projects (four)

In addition, independent investigation of on-line tutorials may be assigned to supplement in-class instruction and facilitate understanding of the material.

**Sketchbooks/journals**

Students are encouraged to maintain sketchbooks or journals to help document process development. The books can include drawings, notes, inspiration or any other resources that aid in creative development, according to personal preference.

**Materials**

Students might occasionally need general art supplies, such as pencils, markers, X-acto knives and drawing paper, and are encouraged to split resources with one another whenever possible.

**Moodle**

Moodle will be used for assignments and class communications. Consequently, it will be your responsibility to check the site regularly for information and updates, and to make sure that your "goshen.edu" e-mail account is set up to forward e-mail if you use another e-mail service.

**Creating for the Web  
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Attendance is mandatory. This course, which is a collaborative effort on the part of both the instructor and students, involves discussions, critiques and exercises that require class participation. Consequently, unexcused absences and continually arriving late and leaving early will negatively affect a student's final grade at the end of the semester.

Illness, family emergencies or pre-approved activities related to another class, such as class trips, are considered excused absences and will not impact a student's grade. (Please notify me ahead of time if you will be missing class.)

**Late assignments**

Assignments are due at the beginning of class on their specified due dates. Any work turned in ten minutes after class has started is considered late and will be lowered one letter grade.

**E-mail policy**

I check e-mail on a regular basis between the hours of 9 a.m. and 5 p.m., Mon.-Fri. Though I am more than happy to address questions or concerns via e-mail, I will not be able to respond to messages sent after 5 p.m. until the following day. Likewise, I will respond to messages sent over the weekend on the following Monday.

If you would like to meet with me in person, please stop by VA 13A during my office hours.

**Office hours**

You are encouraged to stop by my office on Tuesdays and Thursdays between 11 a.m. and 1 p.m., particularly if you have questions about assignments. If you would like to check in with me on a different day and/or at an different time, you will need to schedule a meeting ahead of time. (You do not need to set up an appointment if you stop in to see me during my office hours.)

**Classroom ethos**

The classroom is meant to be a safe environment where students are free to express their thoughts and opinions. Feedback should be respectfully given and received; anything less has the potential to disrupt the spirit of collaborative learning and may negatively impact final grades.

**Electronic devices**

As a general rule, electronic devices—including cell phones, PDAs and iPods—must be turned off, silenced or put away during class.

**Plagiarism**

Papers you submit in this course will be checked for plagiarized material copied from the web, other student papers, and selected on-line databases. Cases of plagiarism are reported to the Associate Dean. Penalties for plagiarism are listed in the college catalog and range from redoing the assignment to dismissal from the college.

**Statement regarding disability accommodations**

Goshen College wants to help all students be as academically successful as possible. If you have a disability and require accommodations, please contact the instructor or Director of the Academic Resource and Writing Center, Lois Martin, early in the semester so that your learning needs may be appropriately met. In order to receive accommodations, documentation concerning your disability must be on file with the Academic Resource and Writing Center, GL113, x7576, [lmartin@goshen.edu](mailto:lmartin@goshen.edu). All information will be held in the strictest confidence.

The Academic Resource and Writing Center offers tutoring and writing assistance for all students. For further information please see [www.goshen.edu/studentlife/arwc/](http://www.goshen.edu/studentlife/arwc/).

**Core competencies**

- Students will be able to understand and utilize HTML code
- Students will be able to understand and utilize Cascading Style Sheets (CSS)
- Students will be able to construct basic web pages, integrating CSS with HTML code
- Students will be able to apply design elements and principles to web design layouts
- Students will be able to conceive of web design in a larger/global context

**Course overview**

In addition to four major projects, students will be given smaller, supplementary exercises and assignments throughout the semester. (Refer to the “Semester schedule” handout for additional details.)

- Week 02-04 **Project 1: Information Architecture and Organization**  
Objective: To help students organize body copy into a basic page layout in Dreamweaver, and consider how hierarchy plays a role in effectively grouping and placing content.
- Week 04-07 **Project 2: Organizing Ideas into a Website**  
Objective: To help students develop their own web content; to help students utilize their knowledge of HTML and CSS to highlight an event or activity in a way that communicates a clear narrative.
- Week 07-10 **Project 3: Creative Brief and Sketches (for final website project)**  
Objective: To help students utilize their research and communication skills; to help students utilize their knowledge of HTML, CSS and design elements and principles to develop working concepts for a final website design.
- Week 07-11 **Project 4: Tolerance and the Other (collaborative)**  
Objective: To help students utilize their knowledge of web design components in the development of an interactive narrative rooted in a specific theme; to help students work collaboratively; to help students capitalize on the unique aspects of web (as a communication tool).
- Week 10-15 **Project 5: Final Website**  
Objective: To help students utilize their knowledge of HTML, CSS and design elements and principles to execute the design of a fully functional website.