MASSCOMM 220
Multimedia in Mass Communications I

Spring 2016 – 3 credits – McCormick 1146

Class Time: Section 1025, TuTh 12:30 p.m. to 1:45 p.m.
                Section 2847, TuTh 3:30 p.m. to 4:45 p.m.

Instructor: Dennis Owen Frohlich, Ph.D.
Website: DennisFrohlich.com
Office: McCormick Center #1210B
Phone: 570-389-4889
Email: dfrohlic@bloomu.edu

Office Hours
Tuesday: 1:45 to 3:15 p.m.
Wednesday: 1:00 to 3:00 p.m.
Thursday: 1:45 to 3:15 p.m.

If these times do not work, please email me three (3) possible times that work better for you.

Catalog Description
Introduces students to the world of online multimedia design and development from the mass communication perspective. Students will explore the historical developments of the Internet. The primary emphasis of the course will be on the design, development and implementation of contemporary web design technologies to create online materials and messages while exhibiting responsible citizenship. There are no prerequisites for this course.

General Education Points
Goal 1, Communication   1 GEP
Goal 7, Arts and Humanities   1 GEP
Goal 10, Citizenship   1 GEP

Required Texts and Readings
Castro, E., & Hyslop, B. (2014). *HTML5 and CSS3 Visual QuickStart Guide, eighth edition.*

Note: If you get this book, or any HTML or CSS book, make sure you get the MOST RECENT EDITION possible. HTML and CSS code frequently changes, as do the best practices for how to implement it. Even a book three years old might be out of date already.

Santa Maria, J. (2014). *On Web Typography.* The e-book version is half the cost of the print version, and is available online here: http://abookapart.com/products/on-web-typography

Every week there will be several online readings. Some of these readings address the latest thinking about web design. Some of these readings are a few years old, yet address principles of web design that are still relevant today.

Required Materials

This semester you will create a personal website that you can use as a digital resume. You will be required to purchase web hosting and a domain name for this project. Details will be provided in class. Domain names typically cost $10-12 per year, and hosting can range from $5-$10 per month. You only need hosting for the duration of the semester (the minimum you'll be able to purchase from many hosting companies is probably 3 months of hosting), though web hosting companies often give you discounts if you purchase more months of hosting.

You will also need some way to store your website files, such as through a USB device or online file storage website.

Course Objectives

After successful completion of this course, students will be able to:

- Demonstrate control of formal and technical mechanics of the course media.
- Demonstrate responsible citizenship by completing a website SWOT analysis for a local business, organization, etc.
- Produce and use images ethically and follow all intellectual property laws and policies for digital media.
- Integrate formal choices and expressive goals through website design and development.
- Utilize competencies within the discipline toward original expression through website design and development.

Class Meetings

Class will meet twice times a week in McCormick, room 1146. Some of the readings for that week will be discussed in lecture, but not every part of the reading will be discussed. You are still responsible for completing your readings, even if we don't have time to discuss them. Class sessions will include lecture, discussions, hands-on activities, and student presentations. You are expected to attend class and to participate.

Lectures slides will be available on BOLT after class concludes. During class, do not focus on trying to write done everything that's on the slides: you can get this information after class. Instead, take notes on what's NOT mentioned on the slides, such as discussions we have, questions that other students ask, videos, or other media presented during the lecture.

Assignments

Your grade will be based on the following assignments. Assignment descriptions are included in this syllabus, and more descriptive assignment sheets—plus grading rubrics—are available on BOLT.

Attendance:	100 points
Online Identity Audit:	25 points
HTML Practice Assignment:	40 points
Website Design Evaluation:	25 points
CSS Practice Assignment:	40 points
Personal Website Wireframes/Sitemap:	45 points
Layout Practice Assignment:	40 points
Personal Website Draft:	100 points
Client Meeting Report:	50 points
Client Wireframes and Sitemap:	45 points
Mobile Design Practice Assignment:	40 points
Revised Personal Website:	200 points
Client Website:	200 points
Presentation on Client Website:	50 points
Total:	**1,000 points**

Grading

Grades are calculated by totaling all points from graded work. Grading will be based on the following scale:

A	920-1,000
A-	900-919
B+	880-899
B	820-879
B-	800-819
C+	780-799
C	720-779
C-	700-719
D+	680-699
D	600-679
F	0-599

The grading scale is non-negotiable. A final grade of 879, for instance, is a B. All grades are final unless questions about grades are addressed in writing within **2 weeks** after the grade is posted. If you have concerns about your grades check with me *sooner* in the semester rather than *later*.

The reason I do not round up grades is to remain fair for all students. If I round up a grade for a student who is one point below the cut-off, what do I do for the student who is 2 points below the cut-off? Three points? Five? At some point, there has to be a cut-off to ensure fairness.

Course Difficulty

For many of you, this will be **your most difficult class this semester.** You will learn how to code HTML and CSS; coding is like learning a new language. You will also learn principles of web design and online communication. While these concepts might seem straight forward, applying these ideas effectively and professionally is not. You will spend many hours on this course. This course will likely take more time than you anticipate.

This course may appear daunting, but I assume that you are entering this course with little to no web design experience. I will guide you through the process of web design. The most successful students are those that **take initiative and responsibility for their learning**, and seek out knowledge and skills beyond what I cover in class. The world of web design is constantly evolving, and the skills you learn in class will someday be outdated. To be a successful mass communicator, then, **you must learn to teach yourself how to use technology.**

Attendance

Attendance is required. If you leave class early without speaking to me, or arrive late, that does not count as attendance. Attendance will be taken via a sign-in sheet. If you miss the sign-in sheet as it is passed around, it is your responsibility to sign in before you leave.

Attendance will be taken 20 times throughout the semester, worth 5 points each time it is taken. You are allowed **2 unexcused absences** during the semester. If you miss class due to illness, school activities, military service, or other university-approved reasons, please email me before class time, if possible, so that I don't mark you absent.

Assignment Descriptions

The following are brief descriptions of your assignments this semester. More detailed directions will be given in class. Grading rubrics can be found on BOLT so you understand what I am looking for.

Online Identity Audit (25 points)

Having a clean online identity will benefit you professionally. For this assignment, you will examine your public online identity to see what other employers might see, and make changes to your online presence if needed. You will then write a short paper explaining what you found.

HTML Practice Assignment (40 points)

For this assignment, you will practice basic HTML techniques you've learned in lab. You will make changes and additions to an HTML file that will be provided to you.

Website Design Evaluation (25 points)
You will evaluate the design of two websites, provided in class, based on principles of design that we discuss in lecture. You will identify what aspects of the design work well for these websites, and what could be improved.

CSS Practice Assignment (40 points)
For this assignment, you will practice what you've learned in lab about CSS. You will again make changes and additions to an HTML and CSS files that will be provided to you.

Personal Website Wireframes/Sitemap (45 points)
Before you begin serious coding work on your website, you need a plan. You will construct wireframes and a sitemap for your personal website. These documents will assist you once you start developing your website.

Layout Practice Assignment (40 points)
For this assignment, you will make changes to an HTML and CSS file, reviewing techniques you've learned in lab for laying out a website.

Personal Website Draft (100 points)
You will complete the first draft of your personal website and upload it to a server. Your website will be publicly viewable. A detailed list of requirements will be provided to you well in advance.

Client Meeting Report (50 points)
In addition to your personal website, you will develop a website for a local non-profit or business that does not have a website. A client will be assigned to you, and you will meet with them during class time. You will be prepped on what you should talk to them about. After the meeting, you will upload a report of what you discussed and your plan for designing their website. Every group member will receive the same grade for this assignment.

Client Wireframes and Sitemap (45 points)
As with your personal website, you will design wireframes and a sitemap for your client's website. These documents will then be used once you start developing the client website. Every group member will receive the same grade for this assignment.

Mobile Design Practice Assignment (40 points)
For this final practice assignment, you will write media queries in a CSS file so that a website looks good on both desktop and mobile computers.

Revised Personal Website (200 points)
Based on feedback from your instructor and classmates, you will revise your personal website, making it as polished and professional as you can. There are no new requirements for this website; rather, you will fix any design, coding, and content issues you had with the first draft.

Client Website (200 points)
This is the final version of the website for your client. The website should meet your client's needs as much as possible, and should be professional looking. You will meet with your client a second time to show them how the website works. You should also instruct your client on how to update and maintain the website. You will also hand control of the website over to the client. Every group member will receive the same grade for this assignment.

Presentation on Client Website (50 points)
Your group will give a brief presentation to your classmates about the client you worked with, showing us the website you designed for them. In the presentation you should address any challenges that arose during the design process, and how you solved them. Every group member will receive the same grade for this assignment.

Late Work
Please read the syllabus carefully to know how to turn in assignments and when they are due. When submitting assignments electronically, you will have a 10-minute grace period to account for possible issues when uploading your assignment, after which time the assignment will be considered late. Please do not wait until the last minute to submit assignments.

Assignments turned in late will receive a 25% penalty. Late work will **only** be accepted for **24 hours** after the due date. Work turned in later than 24 hours will not be accepted.

If you are going to miss class or a due date, please notify me BEFORE THE DUE DATE if at all possible. If you have an excused absence, I will still accept your assignment.

Group Grievance Policy
Students often get nervous about group work, largely for two reasons: they hate relying on other people for assignments, and they worry about a lazy group member dragging down the entire project. To the first concern: many people work as part of a team, and even self-employed individuals have to rely on other people for at least some of their work. While conflicts can arise, successful teams can accomplish feats much larger than any individual is capable of.

To the second concern, I do sympathize. Most everybody has had a bad experience working in a group before. For the most part, on each group assignment everybody will receive the same grade. At the end of the semester you will be asked to **evaluate** the contributions of your team on each assignment. If it is clear that one team member was not pulling their weight, or one team member went above and beyond the rest of the team, grades for those assignments may be adjusted to reflect each group member's contributions.

Finally, if there is a severe problem with your team that needs addressing immediately, please let me know or speak to me during office hours and we can try to find a solution for your conflict.

Academic Honesty

All work completed for this course must respect the intellectual property of others. When using somebody else's copyrighted material, whether words, images, media, or ideas, proper credit must be given. If direct quotations are used, they must be enclosed in quotation marks and properly cited. If copyrighted material is used indirectly, it must still be properly cited!

If in doubt, include a citation. If you have any questions at all, ask your instructor *before* the assignment is submitted. *Ignorance of what constitutes plagiarism is not an excuse!*

The academic community is operated on the basis of honesty, integrity, and fair play. Bloomsburg's PRP 3512: Academic Integrity Policy applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, either determined by the instructor or the Provost, depending on the seriousness of the offense. Informational resources about academic honesty for students can be found at http://www.bloomu.edu/policies_procedures/3512

Special Notes Concerning Plagiarism on the Web

Stealing another person's content is easy on the web. I'm positive that nearly all of us have at some point downloaded pirated music, watched movies or television shows uploaded illegally to foreign websites, or found other ways of getting free stuff online that normally should be paid for. Whatever you do outside of class is your own business, but when it comes to turning in work, I strongly expect you to credit anything you get from somebody else.

If you get an image or clip art from another website, you must have permission and give credit. If you get audio or video from another website, you must give credit. Over the course of this semester, you'll likely find many websites that provide tutorials on how to design websites, or tutorials on how to do something cool on your website. Even if you borrow code from another website, you must still provide credit.

Just because it is easy to steal somebody's content doesn't mean it is ethical. Internet behavior is dictated more by developing cultural norms than by law. You can right click on any image or multimedia and click "Save Target As" to download that image. You can also right click on any webpage and click "View Source Code" to get the HTML code for that page. The web was built (and is still being built) through a culture of collaboration and open sourcing. Many people even want you to use their code and templates in your own websites. But most of them also expect credit to be given where credit is due.

We will be discussing ethical issues like this later in the semester, but if you have any doubt, ask your instructor.

How to Give Credit to Others

Designing websites is not like writing an academic paper: there are far fewer rules, and you have much more freedom in how you present your content. Many students have asked over the years how to give credit on their websites. While there's no right or best answer, below are some of the ways students give credit to others whenever they borrow or reference their work:

- Provide a simple text link back to the website.
- Leave a comment in your HTML or CSS code acknowledging where the code came from (you will be shown how to do this).
- Include a reference page on your website that lists where everything came from.
- Include a reference section at the bottom of every single webpage, perhaps in smaller print, telling people where your information comes from.

There are likely many more ways to give credit to others. I take plagiarism very seriously, and students from previous semesters have been known to fail a project or the course for plagiarizing another's work.

Special Needs

Any students eligible for classroom accommodations are invited to meet with Dr. Frohlich to discuss their concerns and to present their disclosure forms from the Students with Disabilities Center.

Our university provides reasonable accommodations to students who have documented disabilities. If you have a documented disability that requires academic accommodations and are not registered with the Students with Disabilities Center, please contact this office in the Warren Student Services Center, Room 043 as soon as possible to establish your eligibility.

> **Students with Disabilities Center**
> http://www.bloomu.edu/disabilities
> Warren Student Services Center, Room 043
> Phone: 570-389-4491

If you become sick during the course of the semester, or have some major personal crisis going on, please let me know as soon as possible so I can help you work around it. When I was an undergraduate, I was very sick one semester and missed a lot of classes, but my professors were willing to work with me. I'm sensitive to these issues and want to work with you, but if you do not tell me there's a problem I cannot help you.

Course Schedule
The current version of the course syllabus will be uploaded to BOLT with the revision date included in the file name

Week	Date	Topics
1	Tuesday, January 19 Thursday, January 21	**January 19: CLASS BEGINS** **Topics** • Course Introduction • Evaluating Your Online Identity • The Website Design Process **Read** • Online identity: is authenticity or anonymity more important? • Managing your professional reputation on social media • Seven social media myths busted for professionals • Following a web design process • 6 phases of the website design and development process **Assignments** No assignment.
2	Tuesday, January 26 Thursday, January 28	**January 26: ADD/DROP ENDS** **Topics** • Introduction to HTML **Resources** • HTML Validator • HTML Element Reference • HTML Attribute Reference **Assignments** • Online Identity Audit due to BOLT by **Friday, January 29 at 11:55 p.m.**
3	Tuesday, February 2 Thursday, February 4	**Topics** • Effective Web Design **Read** • Web pages that suck – Learn good web design by looking at bad web design • This site includes many examples of bad web design. Look at a few that are of interest to you. • Visual decision making • Whitespace • Contrast is king • Contrast rebellion **Assignments** • HTML Practice Assignment due to BOLT by **Friday, February 5 at 11:55 p.m.**

| 4 | Tuesday, February 9

Thursday, February 11 | **Topics**
• Introduction to CSS

Resources
• CSS Validator
• CSS Reference
• HTML Color Codes

Assignments
• Website Design Evaluation due to BOLT by **Friday, February 12 at 11:55 p.m.** |
|---|---|---|
| 5 | Tuesday, February 16

Thursday, February 18 | **Topics**
• Editing Images for the Web
• Wireframes and Sitemaps

Read
• Ultimate guide to website wireframing
• Why you should build a sitemap before designing your site

Assignments
• CSS Practice Assignment due to BOLT by **Friday, February 19 at 11:55 p.m.** |
| 6 | Tuesday, February 23

Thursday, February 25 | **Topics**
• Website Layout
• Mobile Design

Read
• 10 principles of navigation design and why quality navigation is so crucial
• Good web site navigation—reaching the information instantly
• Mobile first design: Why it's great and why it sucks
• The nightmare of choosing a domain name
• 12 rules for choosing the right domain name
• 10 important factors to consider before choosing a web host

Assignments
• Personal Website Wireframes and Sitemap due to BOLT by **Friday, February 26 at 11:55 p.m.** |
| 7 | Tuesday, March 1

Thursday, March 3 | **Topics**
• Web Typography
• Visual Design

Read
• Santa Maria, Chapters 1, 3, 4, 5
    • Chapters 2 and 6 optional

Assignments
• Layout Practice Assignment due to BOLT by **Friday, March 4 at 11:55 p.m.** |

SPRING BREAK WEEK: March 7-11. NO ASSIGNMENTS!		
9	Tuesday, March 15 Thursday, March 17	**Topics** • Search Engine Optimization • Testing Your Website **Read** • Testing content • Usability testing demystified • Google's Search engine optimization starter guide (PDF download, 8 MB) • 16 social media marketing tips from the pros **Assignments** • Personal Website Draft link due to BOLT by **Friday, March 18 at 11:55 p.m.** Your personal website itself will be uploaded to a server and attached to a domain name.
10	Tuesday, March 22 Thursday, March 24	**Topics** • Preparing for Your Client Meeting • **Thursday:** Meeting with Clients DURING class time. Meeting place TBD. **Read** • Audiences, outcomes, and determining user needs • What is a SWOT analysis? • How to perform a SWOT analysis for your website **Assignments** • Client Meeting Report due to BOLT by **Friday, March 25 at 11:55 p.m.**
11	Tuesday, March 29 Thursday, March 31 Friday, April 1	**April 1: LAST DAY TO WITHDRAW FROM CLASSES** **Topics** • Web Design Ethics • Designing with WordPress **Read** • Master the core: Web design code of ethics • Ethics in the design field • Why every designer needs a code of ethics • Fair use information • Public domain information **Assignments** No assignment. Gather assets from your client needed to complete the website.

12	Tuesday, April 5 Thursday, April 7	**Topics** • Media Queries • Introduction to Dreamweaver **Read** • Responsive web design • 9 awesome examples of effective mobile website design **Assignments** • Client Wireframes and Sitemap due to BOLT by **Friday, April 8 at 11:55 p.m.**
13	Tuesday, April 12 Thursday, April 14	**Topics** • Designing with Dreamweaver **Resources** • For additional assistance with Dreamweaver, log-on to Lynda.com, a video tutorial service offered FREE to BU students. Once logged in, search for the course "Creating a First Website with Dreamweaver CC 2015" by Paul Trani. **Assignments** • Mobile Design Practice Assignment due to BOLT by **Friday, April 15 at 11:55 p.m.**
14	Tuesday, April 19 Thursday, April 21	**Topics** • Building Your Online Brand • Expanding Your Skills After the Course Concludes **Read** • Students, here's how to kick-start your personal brand online • 9 steps to build your personal brand (and your career) • Business owners share ways to build your brand experience online • Get started with logo design: 10-step guide **Assignments** • Revised Personal Website due to BOLT by **Friday, April 22 at 11:55 p.m.**

15	Tuesday, April 26 Thursday, April 28	**Topics** • **Tuesday:** Meeting with Clients DURING class time. Meeting place TBD. • **Thursday:** Presentation on Client Website DURING class time. Meeting in regular classroom. **Read** • No readings. **Assignments** • Client Websites due to BOLT by **Tuesday, April 26 at the start of class.** • Presentation on Client Website due **Thursday, April 28 at the start of class.** • Group Evaluation (optional) submitted to BOLT. **DUE Friday, April 29 at 11:55 p.m.**
16	Monday, May 2	**May 2: LAST DAY OF CLASS** **May 3-6: FINALS WEEK** There will be no final exam for this course.
17	Friday, May 13	**May 13: GRADES AVAILABLE TO VIEW ON MyHusky**