Syllabus

Course
019:130:SCA Topics in Media Production: Web Basics
School of Journalism and Mass Communications
College of Liberal Arts and Sciences
University of Iowa
Fall 2012
http://webbasics.iowajmc.com
DEO: David Perlmutter (david-perlmutter@uiowa.edu)
4:30 p.m. - 6:20 p.m. MW, W240 AJB

Instructor
Patrick J. Riepe
Collegiate Webmaster
University of Iowa College of Public Health
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319-335-9645
Office hours: 6:30 to 9 p.m., MW, W240 AJB

Teaching assistant
Zhengjia Liu
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Lab hours (W236AJB): 6:30 to 10 p.m. Mondays, 3:30 to 4:30 p.m. Tuesdays, 9 to 10:30 a.m.

Textbook
$30 at the University Bookstore, $18 at Amazon.
No ebook available.

Materials
A USB flash drive. Not required, but it could come in handy.

To do well in this class
This course endeavors to teach you the skills you need to create and operate a robust, active and dynamic website. Although no course can provide you with every possible skill needed to build and run a website, engaged students will learn the most critical and fundamental of those skills. We will also lay the groundwork for you to acquire new skills on your own.

Most students in this class will have no prior experience with web development. Some might have quite a bit of knowledge. Others might think they have a lot of knowledge, but have learned poor habits and bad techniques. We will assume that everyone has little or no web development experience, and build you up from there. While this might mean a bit of boredom in the first few weeks of the semester for some of you, we assure that all engaged students, no matter their prior experience, will come away with advanced, marketable skills.
Most of the class, particularly later in the semester, will be devoted to students working independently on their websites on a topic of their choosing. This is a real-world, hands-on workshop course that requires students to learn by doing. We’ll have plenty of time in class to devote to working on your assignments so that you’ll always have help when you get stuck. So, if you read the book, do your homework, attend every class, pay attention, follow along, behave professionally, keep on task and ask questions when you’re lost, there’s no way you won’t do well. You can do this.

**Assignments**

Much of the learning in this course is self-guided. It is important for students to complete the outside-of-class work so they are prepared for class. Those who aren’t prepared tend to be a drain on the instructors and hamper the learning of the other students.

To provide students with an incentive to be prepared, class attendance will be considered part of your course grade. Attendance will be taken at the beginning and the end of class. Showing up late and leaving early will be considered an absence. Students must have no more than five absences over the course of the semester – excused or not – to pass the course. Attendance will be graded on a 10-point scale. Each day you miss without an official university excuse form will result in a one-point deduction on that scale. Miss more than five classes and you will fail this course.

For every chapter to read in the course textbook, there will be a corresponding quiz. Quizzes will be given at the beginning of the class in which the reading assignment is due. If multiple chapters were assigned, multiple quizzes will be administered. There will also be two tests: One on HTML and one on CSS.

In addition to homework assignments, there will be a variety of online tutorials assigned that will help you get hands-on instruction. To help all of this sink in, there is a series of 10 study guides that will be due throughout the semester. Each guide has a series of questions based on book readings, online tutorials and class lectures. You can use whatever resource you like to find the answers. A hard copy of the study guide must be turned in immediately at the beginning of class when it is due. Copying answers from other students is not permitted.

A full 50 percent of your grade will be based on the website you build for this class. You will develop the content and the design of the site separately, each worth 25 percent of your total grade. The topic of the site will be of your choosing, subject to approval by the instructor.

Here’s how it breaks down:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Value</th>
<th>Due*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Proposal</td>
<td>5 percent</td>
<td>Sept. 10</td>
</tr>
<tr>
<td>HTML Test</td>
<td>5 percent</td>
<td>Sept. 12</td>
</tr>
<tr>
<td>Project Content</td>
<td>25 percent</td>
<td>Oct. 10</td>
</tr>
<tr>
<td>CSS Test</td>
<td>5 percent</td>
<td>Nov. 5</td>
</tr>
<tr>
<td>Project Design</td>
<td>25 percent</td>
<td>Dec. 14</td>
</tr>
<tr>
<td>Homework</td>
<td>20 percent</td>
<td>Various</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10 percent</td>
<td>Various</td>
</tr>
<tr>
<td>Attendance</td>
<td>5 percent</td>
<td>Various</td>
</tr>
</tbody>
</table>

* Due dates subject to change
Projects will be graded on a five-point scale:

**Five points.** Everything on the site “works,” there’s strong journalistic content with minimal spelling or style errors, and the site displays several different Web-building techniques that are employed effectively, appropriately and creatively. Navigation is easy to use and clear. Design, where applicable, is cohesive from page to page and is attractive.

**Four points.** The site is strong and effective in both content and construction, uses a variety of Web-building techniques appropriately, but not with any particular distinction or creativity. Navigation and design are clear on consistent from page to page.

**Three points.** Falls short in one or more areas. Bad design, links that don’t work, images that don’t show up, anything that a user would look at and say “Hey, that’s screwed up!”

**Two points.** Some work has been done, but the site is inadequate or incomplete. Clearly, you have not put forth effort.

**One point.** A brain-dead monkey gets at least one point.

Late assignments will be deducted a point a day and you will obviously receive no credit if something is never turned in. Plus/minus grading will be used for your final grade.

This is a four semester-hour course. For each semester hour credit in the course, students should expect to spend three hours per week preparing for class sessions. This preparation includes assigned readings, tutorials and homework assignments and work on the assigned project.

**The Iowa Dozen**

We learn to...

1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value...

6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore...

10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.
College of Liberal Arts Policy and Procedures

Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Student Academic Handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Fraud
Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Academic Fraud section of the Student Academic Handbook. In this class, you will generate original content for your Web site. No instance of plagiarism will be tolerated, and plagiarism offenses will be reported to the department and the college. Content on your Web site should be treated the same as content would be for a newspaper or magazine article or for a broadcast script. No content shall be “made up” for the sake of having something to make into a Web page. This course is about journalism, as is every other course in the journalism school. It does not matter if you are not a journalism student. Remember: The consequences of plagiarism are far worse than the consequences of a mediocre grade. Plagiarism IS NOT worth it.

CLAS Final Examination Policies
Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.
Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety web site.

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and The University of Iowa Operations Manual.

Attendance
Your responsibilities to this class — and to your education as a whole — include attendance and participation. You are also expected to be honest and honorable in your fulfillment of assignments and in test-taking situations (the College’s policy on plagiarism and cheating is online in the College’s Student Academic Handbook). You have a responsibility to the rest of the class — and to the instructor — to help create a classroom environment where all may learn. At the most basic level, this means that you will respect the other members of the class and the instructor, and treat them with the courtesy you hope to receive in turn.