WEB AUTHORING · SPRING 2015

Instructor: Jonathan Bass
Office / Hours: Loree 010 / Wed 2.00 – 3.00 PM and Thu by appointment

Course Website
http://www.rci.rutgers.edu/~jbass/courses/425_spr15.htm

Required Texts
1. Duckett, HTML and CSS: Design and Build Websites. Wiley.

You can purchase these texts from the Rutgers Bookstore or from your preferred online book vendor.

Required Equipment and Related Skills

Students must have dependable access to a digital camera with some degree of sound and video recording capacity (phone-based cameras are fine).

Additionally, students must be able to crop and resize images and save images in different file formats, specifically for web-viewing.

Content Requirements

All web authoring work will involve producing page content, designing the page, and implementing the code. “Generating page content” will include writing in several genres, some research and data-gathering, and the production, selection, and modification of images. Students should expect to produce photos, maps, diagrams, and short video. Other varieties of image such as drawings, paintings, audio images, and animated sequences may be required as well.
The main course work develops through two main projects, each consisting of several connected web pages and stages of development. These are the End of the World project (EWP) and an open-topic semester long “final” project (FP).

Shorter work may include single web pages, such as a bio page or further reading page; a short analytic essay, take-home quizzes, written homework related to the reading or to parts of the projects, and in-class coding, design, and revision exercises.

These course requirements may enjoy some modification as the semester progresses.

**Technical and Design Requirements**

By the end of the semester, and in order to pass the course, students should demonstrate a strong command of HTML, CSS, and basic web graphics, and a basic ability with Javascript. They should also demonstrate a mastery of the general design principles covered in the Williams text and of the web design patterns and principles covered in class.

Additionally, all work should follow the course technical policies, available through the course website and discussed in class.

**Grading**

Midterm (“prototype”) work plus a short analytic essay based on assigned reading is worth about 25% of the semester grade.

The final work (final versions of main project[s]) is worth about 55% of the semester grade.

Shorter work, including parts of the DOP and EWP, plus in-class preparation and participation cover the remaining 20% of the semester grade.

A CSS test, graded P/F, may factor into the midterm grade.

As noted, each of the projects develops through drafts and stages of work. These stages are required and completing each of them counts toward the final grade for the project. (In other words, you cannot simply submit the final version of a project, without the intervening stages, and expect to get credit for the complete project.) The drafts receive full credit if they meet the basic requirements for that stage of
the assignment. They receive half credit or no credit if they are late or incomplete. The same goes for any written work or project-related exercises assigned over the semester.

Students are expected to read assignments carefully and respond fully to the requirements for each assignment. All assigned work must be completed and meet the basic specified requirements in order for a student to receive credit for the course.

Where a project allows, a student may use his or her own previous written work, with revision and web-specific modification, for content on one or more pages. However, a student may not do so in cases where the work has appeared previously online.

**Policies**

*Attendance.* We meet for fourteen three-hour sessions over the semester, and attendance at all sessions, and for the full duration of each class, is expected. Attending fewer classes will affect your performance and may affect your final grade. Attending fewer than twelve classes will lower your final grade by at least one full letter grade and may prevent you from receiving credit for the course. Attending fewer than eleven classes will, without exception, prevent you from passing the course. If you have concerns about your attendance, speak to the instructor at the earliest possible date.

*Lateness.* Students are expected to arrive by the scheduled start of the class. A pattern of regular lateness will reduce your final grade. Missing more than a small portion of a class will count as a full absence (see “Attendance” above).

*Late work.* Homework is due at the start of class unless otherwise noted. Printed work must be printed before the start of class. (Using the printer to print homework during class time is not permitted.) Late work is accepted for credit only at the instructor’s discretion. Having more than a few late assignments over the course of the semester will result in a considerable reduction of the final grade (usually one to two letter grades). Moreover, students falling behind by more than two of the weekly assignments (both graded and credited) will fail the course. (This last point applies to both printed and online work.)

*Text books.* The required texts are required for participation in the course. That is why they are referred to as required texts. Regular, reliable, and timely access to
the reading is expected. Failure to complete the reading translates into a diminished performance.

*Submitting written work by email.* Unless specifically requested to submit work via email, do **NOT** do this.

*Class participation.* We do a lot of work in class. Class participation entails attendance and active involvement in discussion, critique, and other activities. It requires that a student do the assigned reading and other preparatory work. Again: Missing more than two classes strongly affects this part of the grade and consequently reduces the overall semester grade by one full letter grade.

*Texting, etc.* During class students should not communicate electronically (i.e., via email, IM, text message, social network interface, forum, list-serv, etc.) with any persons outside of the class.

*Formatting.* All electronic documents must be published online and maintained for at least one month following the end of the course. The Final Project must be submitted both online and, if requested by the instructor, on a portable storage device. Any written homework, unless otherwise specified, must be typed and printed.

*Online work (submitting).* Most of the work for web authoring will be web pages. You will store this work in your space on the Eden server at Rutgers. You will submit this work to the instructor by providing a link to the assigned page or folder in a reply to the appropriate assignment thread on the Class Forum. Online work is checked via the Forum – at the time it is due or shortly thereafter. Do not **assume** that work submitted via the Forum after the due time (i.e., *late* work) will be seen by the instructor. Note also that work accessible only on your laptop or flash drive doesn’t count as submitted or finished even if the work is shown (e.g., in class or during office hours) to the instructor. If the instructor cannot view your work when it’s due and in the right place, the work counts, depending on the circumstances, either as *late* or as *not submitted*.

*Online work (maintaining).* Once online, work needs to remain accessible and up to date, in the correct folder, through the end of the semester and for at least one month after the end of the semester.

*Sample work.* The instructor will often share examples of students’ work in class. Names may be deleted where possible (not for web pages). If you object to the
his using your work, let the instructor know in advance (in person or by email).

*Online Schedule.* Students are responsible for regularly checking the schedule on the course website for important changes. The schedule is updated weekly and should be checked prior to each week’s class.

*Email.* The instructor responds to email Monday to Friday. Email is for asking questions about the course work. *Please do not use email to share your reasons for missing class or work or to ask for permission to do so.* If you need to discuss attendance or the lateness or absence of your work, do so in class or during office hours.

*Plagiarism.* Students must review and abide by the University’s code on plagiarism as well as the special code replication and copyright concerns related to publishing work online. (In general, any and every use of another person’s intellectual labor should be explicitly credited in your work.) If you plagiarize work, even by accident, you will fail the course and may be referred to the University administration for additional penalties. Plagiarism, copyright, and related issues of intellectual property will be discussed at several points during the semester. Major discussions, and related reading, are indicated on the online schedule and should not be missed.

*Research.* Wikipedia, About.com, and similar online reference sites are generally *not acceptable sources* for research. You may use these sites to find other online material but should not quote from or otherwise draw on them in presenting and supporting your work. In most cases, doing so will weaken your work (thus, lower your grade). Important exceptions to this rule, such as when Wikipedia is itself an object of your analysis, will be discussed in class.

*Departmental Review.* All grades are subject to departmental review.