

JOUR 4500/6500 - 002
Semester/ Year: Spring, 2008

Course Title: Mass Media Web Site Management I (T.TR. 11:20 –12:45 pm, Meeman #206)

Professor: Dr. Jin Yang

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Office phone: 901-678-5148

Office hours: M.T.W.Th.: 1:00 to 2:00 pm; or by appointment

Department Policies for All students

EMAIL: You must have your UM email account activated. If you are using another provider such as AOL, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. **You are required to check your email daily.** You are responsible for complying with any email message sent to you by your professor or the university.

CELLPHONE: You have to **turn off your cell phone during class sessions** when you are in classroom or in lab.

ATTENDANCE: **Class attendance is mandatory** in the Department of Journalism. You may be dropped from a class, or automatically assigned a failing grade for the semester, for nonattendance. **No late work** will be accepted without prior arrangements acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). We are a professional program for journalists who are expected to understand, and comply with, deadlines. If you have problems making it to class on time due to work conflicts, discuss this with your employer to arrange an earlier departure, or consider taking another class. You should consider this class your "job" in the educational process, and be on time just as you would elsewhere.

CHEATING: In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers **making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own**, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Course Specific Requirements

TEXT BOOKS:

Required:

1. Adobe Photoshop CS2 for the Web | H.O.T. Hands-on Training (2005). Subtitle: Includes Exercises Files & Demo Movies. Tanya Staples. Published by Peachpit Press.
2. Macromedia Dreamweaver MX 2004 | H.O.T. Hands-on Training (2003). Garo Green. Published by Peachpit Press.

Strongly Recommended:

Don't Make Me Think: A Common Sense Approach to Web Usability (2000). Steve Krug. Published by New Riders.

OBJECTIVE OF COURSE:

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1. Upon completion of this course, students will be able to analyze and assess mass media web sites, considering issues of the audience, navigation, organization, design, ethics, and content.
2. Students will be able to design mass media web sites with these concepts in mind.
3. Students will have a solid understanding of basic web design principles.
4. Upon completion of this course, students will be able to plan web site construction incorporating navigation, design treatments, mock-up of web pages etc.
5. Students will be able to do some kind of web testing and identify potential problems and solve them at early stage.
6. Students will be able to design web pages using Photoshop and Dreamweaver: setting up the basic web page structure, defining local root folder and produce necessary web elements.
7. Students will be able to upload the web project to the server, identify problems and trouble shoot the problems.
8. Students will be able to create web projects under the deadline.
9. Specific skills and tool covered include: tables, layers, frames, rollovers, background images, transparent gifs, optimization process, shape and layer tools and etc.

COURSE REQUIREMENTS:

1. Activated UM Drive Account
2. Jump Drive (also called Thumb Drive) (at least with 128 MB capacity, better with 512 MB capacity)

GRADING:

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.
3. Grade Distribution:
 - a. attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, but missing three or more without excuses will earn 0); **Note: excused absences may be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Only within one week frame of absence, i.e. seven days from the absent date, can the excused absences be granted. After seven days, no consideration of excused absences will be taken. Emails and telephone calls don't count as excuses even though they are nice reminders for the professor.**
 - b. quizzes, 15%
 - c. assignments (critique, draft of projects, principle check) 20%
 - d. mini-projects 15%
 - e. proficiency test 10%
 - f. final project 30% (finalized proposal 5%; presentation 5%; project 20%).

OTHER ISSUES:

1. **All projects** are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit.
2. **Graduate students** who enrolled in the course must talk with the instructor for the paper they have

to write to complete the course.

Sites that are of reference value:

www.targetscope.com

www.coolhomepages.com

www.artcenter.edu

www.volumnone.com

www.dfilm.com

www.virtuallastchapter.com

JOUR4500/6500-002, Class Schedule for Spring Semester, 2008

Date	Topics	Details	Assignments
Week 1 Jan. 15 Jan. 17	Introduction PS CS Chapter 1& 2	UIUC Account, Email, Policy Rules When to Use Photoshop and When to Use ImageReady Interface	Textbook Purchase, Think about possible web projects you are going to do http://computer.howstuffworks.com/bytes.htm due Jan 17
Week 2 Jan. 22 Jan. 24	PS CS Chapter 3 DW Chapter 2 and 3	Interface and Assets How to Write a Web Proposal (ppt1) Interface and Site Control Krug's First Law of Usability and How we use Web (ppt2)	http://computer.howstuffworks.com/cookie.htm due Jan. 24 Mini-Project: 1 page due in DW class (index page)
Week 3 Jan. 29 Jan. 31	PS CS Chapter 4 DW Chapter 4	Color Basics Billboard Design 101 and Why Users like mindless (ppt3)	http://computer.howstuffworks.com/operating-system.htm Due Jan. 31 Mini-Project: 2 Pages due in DW class (page2: use recolored layered image on this page, page3: set up a centered aligned image, navigation on the page)
Week 4 Feb. 5 Feb. 7	PS CS Chapter 5 DW Chapter 5	Layers Linking Top Web Mistakes (ppt4)	http://computer.howstuffworks.com/virus.htm Due Feb. 7 Mini-Project: 2 Pages due in DW class (page4:use an image that has used layer technique page5: named anchor, image map, email link, external link)
Week 5 Feb. 12 Feb. 14	PS CS Chapter 5 DW Chapter 6	Layers Typography Display Navigation (ppt5) (ppt1)	http://computer.howstuffworks.com/dns.htm Due.Feb. 14 Mini-Project: 2 pages due (page6: use an image that has applied the technique of layer style, page7: color scheme and flash text)
Week 6 Feb. 19 Feb. 21	PS CS Chapter 6 DW Chapter 7	Type Table Homepage (ppt6)	Web Site Critique Report Due Feb. 21 Mini-Project: 2 pages due in DW class (page8:use logo created by using PS type tool; page9:use table to do the page layout)
Week 7 Feb. 26 Feb. 28	PS CS Chapter 7 DW Chapter 7	Optimization Table How to Write Web Proposal (ppt1)	Final Project Proposal with 9 components Due Feb. 28 Mini-Project: 2 pages due in DW class (page10:use three jpg images that have applied optimization; page11:use table to layout the page)
Week 8 Mar. 4 Mar. 6	Spring Break		

Week 9 Mar.11	PS CS Chapter 7	Optimization	Mini-Project: 12 Pages due in DW class (page12: use several gif images that have applied optimization)
Mar. 13	Proficiency Test		
Week 10 Mar. 18 Mar. 20	PS Chapter 8 DW Chapter 8	Web Background Layout	Second draft of Final Project Proposal Due March 20 Final Project: 3 pages
Week 11 Mar. 25 Mar. 27	PS Chapter 9 DW Chapter 9	Navigation design CSS	Final Project: 3 pages
Week 12 April 1 April 3	PS CS Chapter 10 No Class	Transparent Graphics Professor Attends Conferences	Final Project: 3 pages
Week 13 April 8 April 10	DW Chapter 10	Frames	Final Project: 3 pages
Week 14 April 15 April 17	Work on Project Week		Testing and Uploading
Week 15 April 22 April 24	Presentation Day Last Day of Class		Final Project Due and Presentation From the Internet (UM DRIVE)
Week 16 April 29	No Final Exam		

Note: This outline of course schedule is rather rough and subject to change depending on class situation. The instructor reserves the right to make the adjustments and changes.