

**JOUR 4550/6550 - 001**  
**Semester/ Year: Spring 2007**

**Course Title: Web Site Management II (M.W: 2:20 –3:45 pm, Meeman #206)**

Professor: Dr. Jin Yang

Email: jinyang@memphis.edu

Office: Meeman Building Room #310

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.

**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.
3. **Macromedia Flash MX 2004 HOT (2004).** Rosanna Yeung and Lynda Weinman . 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.

Course Specific Requirements

**OBJECTIVE OF COURSE:**

1. Upon completion of this course, students will be able to visualize the online web project's information structure and point out the cons and pros of certain elements utilized.
2. Students will be able to come up with an interesting and unique web site proposal idea that is more related to the information perspective.
3. Students will be able to apply information architecture knowledge to design and plan the web site project as a professional web developer.
4. Students will be able to have a better understanding of the web projects and evaluate web sites in a critical manner.
5. Upon completion of this course, students will be able to prepare, more formally, design treatments, navigation flowcharts, mock-up of web pages and other documents associated with web project development planning.
6. Students will be able to manage web site usability testing and adjust the planning accordingly.
7. Students will be able to work with real clients and obtain real world experiences.
8. Students will be able to work with multimedia web elements such as flash, sound, movie, video, slide shows to make the web site more multimedia oriented and more interactive.
9. Students will be able to use the tools that focus on streamlining the work flow and produce works under deadline.
10. Students will be able to use javascript and cgi and embed into the html codes.
11. Specific skills and tools covered include: templates use, forms, behaviors, CSS, digital sound and digital video, automation, library etc.

**COURSE REQUIREMENTS:**

1. Several blank CDs
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: excuses mean presenting legitimate documents to the professor. If there is no document, there will be no excuse. Email explanation and telephone call don't count as excuses even though they are nice reminds for the professor.**
  - b. quizzes, 15%
  - c. assignments (critique, draft of projects, principle check, computer diary) 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; after two days of deadline, will not earn any 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 or some extra project they would like to accomplish.
3. The last day to drop a course with 100% refund is Jan. 15, 2007, with 75% refund is Jan. 29, 2007, with 25% refund is Feb. 11, 2007. If you drops on and after Jan. 30, 2007, you will receive grade "W." The last day to drop a class is Mar. 16, 2007, you will get no refund and receive grade "W."

## JOUR4550/6550-001, Class Schedule for Spring Semester, 2007

Date	Topics	Details	Assignments
Week 1 Jan. 17	DW MX Chapter 8 Review PS CS Chapter 4 <b>Computer Diary I</b> <a href="http://computer.howstuffworks.com/internet-infrastructure.htm">http://computer.howstuffworks.com/internet-infrastructure.htm</a>	Review Layout (layers and tables) Review Optimization	List Potential Projects, Work on photos provided by the professor for optimizing practicing <b>Mini Project I.</b> Set up a site named miniproject and create two pages using layout skills (total: 2)
Week 2 Jan. 22. Jan. 24	DW MX Chapter 9 Review PS CS Chapter 8 Flash Chapters 1 & 2 <b>Critique of a web site of your choice</b>	Review Cascading Style Sheet Background Images Background Information & Interface	<b>Mini Project II.</b> Create two more pages using the background images and CSS (total: 4) <b>Flash Project 1:</b>
Week 3 Jan. 29. Jan. 31	DW MX Chapter 11 Review PS CS Chapter 9 Flash Chapter 3	Rollovers Transparent GIFs Drawing and Color Tool	<b>Final Project Statement Due</b> <b>Mini Project III.</b> Create two more pages: one using rollover skill and the other using at least two transparent GIF images (total: 6) <b>Flash Project 2:</b>
Week 4 Feb. 5 Feb. 7	DW MX Chapter 12 PS CS Chapter 10 <b>Computer Diary II</b> <a href="http://computer.howstuffworks.com/cgi.htm">http://computer.howstuffworks.com/cgi.htm</a> Flash Chapter 4	XHTML Slicing  Animation Basics	<b>Web Site Critique Report Due</b> Adding behavior to the form page <b>Mini Project IV.</b> Create two more pages one using XHTML and the other should be created using the slicing technique of PS (total 8) <b>Flash Project 3:</b>
Week 5 Feb. 12 Feb. 14	DW MX Chapter 13 PS CS Chapter 11 Flash Chapter 5	Forms Rollovers Shape Tweening	<b>Final Project Content Outline Due</b> <b>Mini Project V.</b> Create two more pages using form and utilizing the rollover techniques of PS (total: 10) <b>Flash Project 4:</b>
Week 6 Feb. 19 Feb. 21	DW MX Chapter 14 PS CS Chapter 12 Flash Chapter 6	Behaviors Image Maps Symbols and Buttons	<b>Mini-Project VI.</b> Add two more pages using some behavior and image map (total: 12) <b>Flash Project 5:</b>
Week 7 Feb. 26 Feb. 28	DW MX Chapter 15 PS CS Chapter 13 Flash Chapter 7 <b>Computer Diary III</b> <a href="http://computer.howstuffworks.com/spam.htm">http://computer.howstuffworks.com/spam.htm</a>	Fireworks As Image Editing Tool Animated GIFs and Flash Motion Tweening	<b>Final Project Flowchart Due</b> <b>Flash Project 6:</b>
Week 8 <b>March 5</b> <b>March 7</b>	<b>Spring Break</b> <b>Computer Diary IV</b> <a href="http://computer.howstuffworks.com/spyware.htm">http://computer.howstuffworks.com/spyware.htm</a>		
Week 9 March 12 March 14	DW MX Chapter 16 & 17 Flash Chapter 8	Automation and Templates Bitmaps	Create a web photo album and create a five page web using template technique <b>Final Project Storyboard Due</b> <b>Flash Project 7:</b>

Week 10 March 19 March 21	DW MX Chapter 18 Audacity tutorial Flash Chapter 9	Accessibility Digital Sound Buttons	Starting working on Final Project I: 1-3 Flash Project 8:
Week 11 March 26 March 28	DW MX Chapter 19 Windows Movie Maker Flash Chapter 10 Critique a web site of my choice	Inserting Media Objects Digital Video Movie Clips	Final Project II: 4-6 Flash Project 9:
Week 12 April 2 April 4	Work on Project Week		Final Project III: 7-9
Week 13 April 9 April 11	Work on Project Week		Final Project IV: 10-12
Week 14 April 16 April 18	Work on Project Week		Testing and Uploading
Week 15 April 23 April 25	Presentation Week		Final Project Due and Presentation From the Internet

**Notes:** 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.