Course Title: Web Site Management II (W: 5:30 -8:30, 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 Hands-on Training (2004). Subtitle: Includes Exercises Files & Demo Movies. 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.

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Course Specific Requirements
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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 digial 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: 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, 20%

   c. assignments (critiques, draft of proposals) 10%

   d. mini-projects 15%

   e. proficiency test 15%

   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.

JOUR4550/6550-001, Class Schedule for Spring Semester, 2008

Date	Topics	Details	Assignments
Week 1 Jan. 16	DW MX Chapter 8 Review PS CS Chapter 4 Powerpoint Presentation on How to Write a Final Project Proposal	Review Layout (layers and tables) Review Optimization	List Potential Projects, Work on photos provided by the professor for optimizing practicing Mini Project I. Set up a site named miniproject and create two pages using layout skills (total: 2)
Week 2 Jan. 23	DW MX Chapter 9 Review PS CS Chapter 8 Flash Chapters 1 & 2 Final Project Proposal Due Jan. 23	Review Cascading Style Sheet Background Images Background Information & Interface	Mini Project II. Create two more pages using the background images and CSS (total: 4) Flash Project 1:
Week 3 Jan. 30	DW MX Chapter 11 Review PS CS Chapter 10 Flash Chapter 3 Powerpoint Presentation on Top Web Mistakes	Rollovers Transparent GIFs Drawing and Color Tool	Mini Project III. Create two more pages: one using rollover skill and the other using at least two transparent GIF images (total: 6) Flash Project 2: practice shape tool and shape tweening
Week 4 Feb. 6	DW MX Chapter 12 PS CS Chapter 11 Flash Chapter 4 Critique of an assigned web site Due Feb. 6	XHTML Creating Animated GIFs Animation Basics	Mini Project IV. Create two more pages one using XHTML and with animated GIFs and the other using XHTM with Flash created animation (total 8) Flash Project 3: some animation
Week 5 Feb. 13	DW MX Chapter 13 PS CS Chapter 12 Flash Chapter 5 Critique of a web site of your choice Due Feb. 13	Forms Slicing Shape Tweening	Mini Project V. Create two more pages using form and utilizing the rollover techniques of PS (total: 10) Flash Project 4: create several shape tweening effects
Week 6 Feb. 20	DW MX Chapter 14 PS CS Chapter 13 Flash Chapter 6	Behaviors Creating Rollover Symbols and Buttons	Mini-Project VI. Add two more pages using some behavior and customized roll-over buttons (total: 12) Flash Project 5: create a symbol of your own that will be used multiple times and execute it using SWF
Week 7 Feb. 27	DW MX Chapter 15 PS CS Chapter 14 Flash Chapter 7	Fireworks Integration Creating Image Maps Motion Tweening	Mini-Project VII Add two more pages using Drop Down Menu for your navigation (total 14) Flash Project 6:
Week 8 March 5	Spring Break		
Week 9 March 12	DW MX Chapter 16 & 17 PS CS Chapter 15 Flash Chapter 8	Automation and Templates/Libraries Web Photo Gallery Bitmaps	Create a web photo album and create a five page web using template technique Flash Project 7:
Week 10 March 19	DW MX Chapter 18 Audacity tutorial	Accessibility Digital Sound	Starting working on Final Project I: 1-3

	Flash Chapter 9	Buttons	Flash Project 8:
Week 11 March 26	DW MX Chapter 19 Windows Movie Maker Flash Chapter 10	Inserting Media Objects Digital Video Movie Clips	Final Project II: 4-6 Flash Project 9:
Week 12 April 2	No class: Professor Attends a Conference		
Week 13 April 9	**Proficiency Test on DW and Flash** Work on Project Week		Final Project III: 7-9
Week 14 April 16	Work on Project Week		Final Project IV: 10-12
Week 15 April 23	Last Day of Class and Presentation Week		Final Project Due and Presentation From the UM Drive

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.