

Web Design in Agricultural Sciences & Natural Resources ACOM 3311

Spring 2018

T/R 12:30-1:50 p.m.
AGED 116

Instructor Information

Instructor: Dr. Courtney Meyers

Office Location: 109 Agricultural Education & Communications

Office Hours: Open door policy and/or by appointment.

Email: courtney.meyers@ttu.edu

Telephone: 806-834-4364

Contacting the Instructor:

Please visit with me before/after class or stop by my office if you have specific questions. When emailing me, I will make every attempt to contact you within 24 hours of receiving your email during the week. Anticipate a longer response time if you email on the weekend.

Teaching Assistants: Sinclaire Dobelbower & Lauren Giuliani

Office Location: 211 Agricultural Education & Communications

Email: sinclaire.dobelbower@ttu.edu and lauren.giuliani@ttu.edu

Telephone: 806-742-2816

Course Description

This course is designed to focus on creating a real-world, practical working experience using computer-based electronic production tools to prepare students for a career in agricultural communications. Using hands-on experiences, evaluations, and in-class and take-home activities, students will develop an understanding in the areas of electronic communication and layout and design for online materials.

Expected Student Learning Outcomes

After this course, you will be able to:

- Evaluate websites based on usability and design principles
- Use the fundamentals of HTML and CSS to develop basic webpages.
- Plan and write content for a website.
- Demonstrate effective website planning and design using appropriate software.
- Describe techniques to improve search engine optimization.
- Develop a responsive website using Bootstrap within Dreamweaver.

Course Requirements

Required Class Materials

- A laptop with wireless internet access is **REQUIRED** every day. You are responsible for your computer, its software and its maintenance. We will not spend time in class working on computer issues. You must have your computer and software ready to operate in class
- You must have the latest version of Adobe Creative Cloud installed (especially the Photoshop, Illustrator, and Dreamweaver apps). More information about this will be provided in class.
- A mouse for your laptop - **REQUIRED**. This makes it easier for you to complete the exercises and for the instructors to help you when you have issues. You are expected to have a working mouse with you during each class session.
- It is recommended you have a jump drive with you in case you ever need to back up your files.

Online Resources

- **Blackboard Learn 9** – <http://www.blackboard.ttu.edu>
 - You will submit most assignments via Blackboard.
 - Grades will be posted on Blackboard.
- **Course Website** – <http://www.webpages.ttu.edu/cmeyers/acom3311/>
 - This will be the main resource for notes, materials, resources, etc.

Required Course Pack

A course pack is available at The Copy Outlet. This course pack has rubrics for all class assignments and additional handouts necessary for the course.

Recommended Online Tutorials from Lynda.com

Lynda.com is available for free to Texas Tech students anywhere on campus. Simply create an account using your eRaider login and you will be able to access free tutorial videos on various class topics. If you feel that you do not understand the topic in class, I strongly recommend you watch Lynda.com for further explanation.

Course Policies

Academic Integrity

It is the aim of the faculty of Texas Tech to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. Additional information can be found in *The Texas Tech University Catalog* regarding cheating, plagiarism, and software use. As a result of completing registration at Texas Tech University, every student agrees to the following statement: “I understand that Texas Tech University expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty, and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

- All design work must be your own work. **You are not allowed to use templates or copyrighted photos/graphics unless otherwise stated by the instructor.**
- Any violation of academic integrity will result in a report being filed with the Office of Student Conduct and you will be required to complete the process with that office.

A Note About Copyright Violations

Violation of copyright laws is considered plagiarism. You may be asked to show us where you downloaded your stock photos, graphics, and unusual fonts. If you are unsure, ask us **FIRST**.

Late or missed exam or assignment policy:

As a professional in the agricultural communication field, you will be required to work with many deadlines. It is imperative that you start learning how to manage your time. For this reason, **late assignments are strongly discouraged.**

Late work will be accepted one day late (meaning you submit the assignment by 5 p.m. the following day) for a 10% deduction. Technology-related excuses will not be accepted. You must plan adequate time to trouble-shoot. **Always test your website and files before they are due and test the URL when you submit it.**

If an emergency arises that will require you to turn an assignment in late, or if you will be absent for a university approved function, you must submit documentary proof of the emergency or the university function. If an emergency does arise, you should contact Dr. Meyers immediately. For absences related to university functions, you must work with the instructor at least two weeks in advance to develop a plan to complete any missed work.

Attendance

This is a hands-on course in which we will be working with technology every day. You need to bring a personal laptop and mouse to class every day. Make sure to back up your files in every way possible, because technology failure is NOT an excuse for turning in late or incomplete work.

It is not possible to perform well in this course without regular attendance. All efforts should be made to attend every class session. Use the workdays to make progress while you have the time and resources at-hand.

- You are expected to be at your computer, logged on and ready to start by the time class starts. Being tardy is not acceptable. **You will be counted absent if you arrive after Dr. Meyers has started the day's lesson.**
- Students may have two absences without penalty. No questions will be asked, and no excuses need to be provided. However, the student will not be able to make up any in-class assignments or quizzes missed. Upon a third unexcused absence, the student will be required to take the final exam, which is comprehensive exam of terminology and concepts. (Students who have fewer than three unexcused absences will be rewarded by receiving an automatic 100% on the final exam.)
- Excused Absences:
 - Absences will be excused for official university activities and religious observances with at least two weeks prior notice (p. 50-51 of *The Texas Tech University Catalog*). The student is required to provide written notification and is responsible for any work missed.
 - Absences due to extended illness, injury, or immediate family deaths require notification from the Center for Campus Life (p. 50, *The Texas Tech University Catalog*). It is always the students' responsibility for missed class assignments and/or course work during their absence. The student is encouraged to contact the faculty member immediately regarding the absences and to provide verification afterwards.
- Absences excused by a doctor's note:

To provide your instructor with documentation concerning an illness, follow these steps:

 1. Email the instructor and TA to notify them of your illness **within 24 hours** of missing class. Failure to do this voids the following process and will result in your absence being **unexcused**.
 2. Include in your email how many additional classes, if any, you will miss because of your doctor's recommendation.
 3. Include in your email the date that you will provide documentation from your doctor that you were required to refrain from attending class on your absence dates.
[I can and will confirm the authenticity of any doctor's note.]
- If you miss class, it is YOUR responsibility to find out what you missed. Ask a classmate first. **DO NOT** ask Dr. Meyers if you "missed anything important." If the absence is excused, you must initiate plans to make up the work you missed; points are not awarded automatically.

Civility in the classroom:

Texas Tech University is a community of faculty, students, and staff that enjoys an expectation of cooperation, professionalism, and civility during the conduct of all forms of university business, including the conduct of student–student and student–faculty interactions in and out of the classroom. Further, the classroom is a setting in which an exchange of ideas and creative thinking should be encouraged and where intellectual growth and development are fostered. Students who disrupt this classroom mission by rude, sarcastic, threatening, abusive or obscene language and/or behavior will be subject to appropriate sanctions according to university policy. Likewise, faculty members are expected to maintain the highest standards of professionalism in all interactions with all constituents of the university (www.depts.ttu.edu/ethics/matadorchallenge/ethicalprinciples.php).

Inappropriate behavior and/or disrespect to the professor, teaching assistant or other students shall result in, minimally, a request to leave class.

Social Media and Internet Use Policy

Internet use, during class time, is only allowed for work pertaining to class assignments or projects. Any other Internet usage, including checking email, visiting social media sites such as Facebook and Twitter, or using iMessenger are unacceptable during class lectures. **If you are seen doing so during class time, 5 points will be deducted from your overall grade for each offense.** You will not be notified of this deduction at the time it is noted. Be responsible with your time in class.

ADA Compliance Statement

Any student, who, because of a disability, may require special arrangements in order to meet the course requirements, should contact the instructor as soon as possible to make any necessary arrangements. Please note, instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

Office of the Ombudsman

The Office of the Ombudsman is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. You may visit the Ombudsman in 237 Student Union Building or call 742-4791.

Technical Support

You are responsible for the maintenance and upkeep of your laptop; check it regularly for bugs and viruses, and keep all software up-to-date.

Contact Texas Tech IT Help Central (<http://www.depts.ttu.edu/ithelpcentral>) for additional help.

- Phone – 806-742-HELP
- Email – ithelpcentral@ttu.edu
- Online – http://www.depts.ttu.edu/ithelpcentral/assistance_request.php
- Location – 2903 4th St., Lubbock, TX

Assessments and grading schema

The expected learning outcomes for the course will be assessed through the planning, design and creation of one website; writing website copy; a Style Tile exercise; a practice website exercise; a working with web graphics project; a webpage replication project; in-class exercises and quizzes; two exams; and if required, a final exam.

1,000 points possible: A = 900 points or more; B = 800-899 points; C = 700-799 points; D = 600-699 points; F = 599 points or below

Your grades will be posted on Blackboard. If you have difficulty accessing this site, please call 742-HELP.

Assignments:

In-Class Quizzes/Exercises (10 points each; 50 points total)

Quizzes are unannounced. In-class exercises may be on the schedule, but you will not know which ones will receive points ahead of time. Quizzes will consist of questions from lectures and activities. During exercises, you could be asked to complete specific tasks in Dreamweaver or Photoshop. The purpose of these quizzes and exercises are to monitor progress and prepare you for the major class projects. If your absence is not excused, these cannot be made up.

Website Copy (50 points)

Develop a content inventory for the various sections of your website. Think critically about the audience and purpose for your website. This document should include subheads to designate the various sections of your website and provide the complete text you plan to use within each section. After this assignment, you should ideally be able to copy and paste your copy from the Word document into the HTML code of your site.

Styles Tiles and Reflection Paper (100 points)

Time spent planning will dramatically improve your web design projects. For this assignment, you will create two “style tiles” to convey your plans for the types of graphics, colors, textures, and typography for your portfolio website. The reflection paper will describe these style tiles and how you developed your design ideas.

Practice Site Exercise (50 points)

The purpose of this assignment is to allow you to practice a number of fundamental skills you need to master in order to ensure continued success in the course. You will receive the necessary files to complete the site and will have some time in class to work on the assignment, but you should work independently to demonstrate you know how to complete these tasks.

Website Design Mockup (100 points)

Creating a mockup of your site design allows you to more quickly translate your “vision” to the completed project. It would benefit you to first identify a template you would like to use for the final assignment so you can envision how your content might fit with that template. You are required to use a design software such as Illustrator or Photoshop to complete this assignment. The mockup should contain all the sections you plan to have for your one-page design.

Web Graphics Project (50 points)

As websites incorporate more visuals, it is important you understand how to optimize images for the Web and insert them in the design. For this assignment, you will be provided with original graphics and must demonstrate your ability to resize, save, and insert them in a website. You will also add descriptive alt tags and responsive image classes in Bootstrap before uploading the webpage to your server.

Replication Project (100 points)

You will recreate a single Web page using your knowledge about setting up a website and creating photos and graphics in Photoshop. A major component to this assignment is to practice creating and implementing CSS rules to achieve the final design.

Portfolio Site Progress Check (50 points)

Before submitting the initial portfolio website, you will have your site critiqued by at least one peer in the class. Your site will be evaluated based on design, content, navigation, organization, and overall impression. You are expected to then make necessary corrections/edits as suggested before turning in the final version of the site.

Responsive One-Page Portfolio Site (250 points)

Using your knowledge of fluid grid design for responsive website layout, you will create a one-page website to feature your professional skills. This site can feature work from previous classes that you are proud of (e.g., projects, speeches, papers, other design work, photography, articles, etc.). You will use the Bootstrap responsive web framework to create this site and are welcome to use the starting template in Dreamweaver or another template available online. While you can use these templates as a starting point, the text content and graphics will be your own creation. This assignment will demonstrate your competency with HTML5, CSS3, Dreamweaver, Photoshop, Illustrator, and Bootstrap.

You will have the option to improve your portfolio site based on the instructor’s graded feedback and earn back all of the original points missed. These points are not guaranteed – you must address the comments and suggestions for improvement.

Exam 1 (50 points)

Think of this as your mid-term. This exam will be an in-class exercise to demonstrate an understanding of the concepts and skills obtained up to this point.

Exam 2 (100 points)

This “final” comprehensive project will be an in-class assignment to demonstrate a solid grasp of the skills obtained in the course.

Final Exam (50 points)

This comprehensive exam will only be necessary if you have three or more unexcused absences. It will test your knowledge of concepts and terminology. Believe me, you don't want to take it.

Extra credit and research participation.

You may earn extra course credit by participating in approved research projects within the College of Media & Communication. Each hour of study participation is worth 4 points added to your final total score in the class, up to 16 points. **All research credits must be earned and assigned to your chosen course by 5 pm on Tuesday, May 8. Credits earned and/or assigned to a class after that date will not be incorporated into your grade.**

To sign up for available studies, please go to <http://ttucomc.sona-systems.com>. For questions on how to create accounts, sign up for studies, and manage your studies, please go to <https://www.depts.ttu.edu/comc/research/ccr/participation.php>. Questions about study participation or earning credits may be directed to Ms. Kristina McCravey (kristina.mccravey@ttu.edu), Center for Communication Research Lab Manager, or to Dr. Glenn Cummins (glenn.cummins@ttu.edu), director of the Center for Communication Research

Additional extra credit opportunities may be announced in class. These are available to everyone; no extra credit will be awarded to an individual unless the opportunity is available to all in the class.

Course Schedule

The instructor reserves the right to change the schedule. Changes will be announced in class and on Blackboard. Once announced, the student is responsible for keeping up with the changes.

Date	Topic	Assignment Due
Jan. 18 (R)	Introduction to Course and Responsive Web Design	
Jan. 23 (T)	Web Basics, Usability & Design Principles	
Jan. 25 (R)	Typography for the Web & Content Strategy	
Jan. 30 (T)	Color & Graphics for the Web	
Feb. 1 (R)	Creating Graphics for the Responsive Web	
Feb. 6 (T)	Introduction to HTML & Dreamweaver Tour	Website Copy
Feb. 8 (R)	Intro to CSS	
Feb. 13 (T)	Working with Web Page Text	
Feb. 15 (R)	Style Tiles Workday	Style Tiles & Reflection
Feb. 20 (T)	Linking Web Pages & E-mail Links	
Feb. 22 (R)	Practice Site Exercise Workday	
Feb. 27 (T)	Practice Site Exercise Workday	Practice Site Exercise
March 1 (R)	CSS Box Model	
March 6 (T)	CSS Box Model	
March 8 (R)	Exam 1	
March 13 & 15	<i>Spring Break – No Classes</i>	
March 20 (T)	Principles of Responsive Web Design	
March 22 (R)	Introduction to Bootstrap	
March 27 (T)	Bootstrap in DW exercise	Website Design Mockup
March 29 (R)	Bootstrap in DW exercise	
April 3 (T)	Working with Responsive Images	Web Graphics Project
April 5 (R)	Replication Project	
April 10 (T)	Replication Project	Replication Project
April 12 (R)	Starting your own Bootstrap Site	
April 17 (T)	Portfolio Workday	
April 19 (R)	Portfolio Workday	Progress Check
April 24 (T)	Portfolio Workday	
April 26 (R)	Portfolio Workday	Portfolio Site Due
May 1 (T)	Exam 2	
May 3 (R)	Portfolio Site Redesign workday	
May 8 (T)	Portfolio Site Redesign workday	Site Redesign Due
May 15 (T)	Scheduled Final Time 1:30-4 p.m.	