SYLLABUS – SPRING 2025
MCOM 3370 Web Design
Mo We 2:30 PM – 3:55 PM

Instructor: Professor Vanessa Joyner
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(The best way to contact me is by email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

Course Overview:
This course will introduce students to a variety of methods for creating websites. They will learn basic HTML and Basic CSS or Cascading Style sheets. The web is ever-changing, so they will be introduced to various web platforms and learn how to work with graphics and dynamic web content. The students will create a PSA website and a portfolio. Students will understand and apply concepts and theories in using and presenting images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. Prerequisites: JOUR 2306 Media Design or instructor-approved demonstrated competency with software.

Student Learning Outcomes:

1) Know the many theories that are the foundation of web design.
2) To learn WordPress.org, HTML, CSS, Adobe XD for the site presentation. Various methods of creating web design products which can be used for personal and/or commercial publication.
3) Demonstrate a progression in the Adobe Creative Suite applications knowledge.
4) Have learned various methods of creating visuals that are web design related.
5) Be familiar with industry expectations regarding the creating of a variety of websites such as those created with the use HTML, CSS, WordPress, Squarespace, GoDaddy and more.
Continue to demonstrate a progressive knowledge of web design in regard to image development. Demonstrate an ability to perform several functions of this application. Have knowledge of what it takes to create art suitable for web publication.

Required Textbooks and Readings

Web Design in Easy Steps Paperback – March 25, 2014 by Sean McManus (Author) Publisher: In Easy Steps Limited; Sixth Edition (March 25, 2014)
ISBN-10: 1840786256 ISBN-13: 978-1840786255

Library – Free ebook
Convert! : Designing Web Sites to Increase Traffic and Conversion by Ben Hunt
https://ebookcentral.proquest.com/lib/uttyler/detail.action?docID=661607
Publisher, John Wiley & Sons

Build Your Portfolio Website with HTML and CSS / 90 min
Instructor: Harrison Kong
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/build-portfolio-website-html-

css?authProvider=uttyler#details

HTML and CSS: Building a Single-Page Website / 1:55 min
Instructor: Khaled M. Attia
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/html-css-single-page?authProvider=uttyler&source=search

Build a Portfolio Website with HTML, CSS, and JavaScript / 7 – 9 Hrs
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/showcase-build-a-portfolio-website-html-css-javascript?authProvider=uttyler#details

IBM Front-End Developer Professional Certificate, Coursera
11 Courses / 3 months / 10 hours a week

Create a website with MailChimp / 2.5 Hrs
Instructor: Angelo Paolillo
Coursera Project Network
https://www.coursera.org/programs/career-academy-faculty-staff-k2z4x/projects/create-a-website-with-mailchimp?authProvider=uttyler&collectionId=skill~web-design&source=related-skill

For 24-hour access to Adobe Creative Suite applications, Sign up for Adobe Creative Cloud membership at
https://creative.adobe.com/plans.
Or, you may use the computers in CAS 106 when no class is in session.

Suggestion:
$75 – $100: Keep additional monies for possible website access, platforms, and possibly joining professional design organizations.

Tools
Flash drive is primarily for those who are working on school computers.

Lab
Only one class at a time will be permitted in the lab.

Special Course Notes: -- The listed items are required. Details for most in Canvas

A. COURSE SCHEDULE: A course schedule is provided that lists daily what will be covered in class and what assignments may be due.

B. LECTURES/DEMONSTRATIONS – Important material from the text and outside sources will be covered in class. It would be best if you planned to take careful notes as not all information can be found in the texts or readings. Discussion is encouraged, as is student-procured, outside material relevant to the topics being covered.

C. EXERCISES, EXAMS, PROJECTS – Exercises are step-by-step instructions on building various parts of a website. These exercises will be from our course books, HTML, CSS, and JavaScript. Exams will be over the knowledge obtained from the course books and by the project. Special projects require an advanced or progressive understanding of a specific application, site, or language.

D. A PC or MACINTOSH COMPUTER – Capable of running graphic applications. A minimum of 8 Gb of RAM or more. The mini-computers are not recommended.

E. The computers in CAS 106 are available according to the schedule posted.

F. MODULES – Work assigned in (Exams, Exercises, Web Options, PSA Prep, PSA Site, and Portfolio)
G. CRITIQUES – Attendance and participation is required.
   Interviewing and responding to feedback
H. SERVICE PROJECT – This may include working with an actual client.
I. GUEST SPEAKER – To be announced (attendance required)
J. CONSENT FORM – Photography/Video.
K. PARTICIPATION – We will meet Face-to-Face, and when Zoom is necessary, ensure your face is shown in the class session. Pick a partner to keep you up to date on content missed.
L. MEMBERSHIP in Department Design Club. (Encouraged) and DSVC is encouraged.

Assignments and weights/point values

1. Field Trips/Guest Speakers   10%
2. Exercises   20%
   a. HTML, CSS, JavaScript
   b. PSA Prep
   c. Site Exploration
   d. Attendance
3. Exams or Quiz   40%
4. Projects   30%
   a. HTML Website
   b. PSA Website
   c. Portfolio
   Total: 100%

Grading Scale

A   90% or greater
B   80 – 89%
C   70 – 79%
D   60 – 69%
F   below 59%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. Most of the time, you will receive full credit for late work for unexpected events that occur in your lives. Other situations may result in a 10 – 20 point—grade reduction.

Graded Course Requirements: TEC 51.9705 (HB 2504) Detailed information will be provided in class and on Canvas.

1. HTML Exercises
2. CSS Exercises
3. JavaScript Exercises
4. HTML Site
5. PSA Prep
6. Logo, Business Card, Letterhead
7. PSA Site
8. Portfolio

Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)

Note that the last date to drop the course is included in the calendar along with the final exam date and time. These are required. Students HIGHLY recommend that you link the assignments to the Canvas calendar. That comes up on their phones.

A – Assignment   WD – Web Design
LECT – Lecture   DIS – Discussion   CRIT – Critique

WEB DESIGN SPRING 2025				
Unit 1: Introduction				
Week		Date	Class Topic	Readings for Next Class
Week 1	T	1/14	Introduction / Syllabus, Getting Started Quiz, PSA Icebreaker Activity, Special Project Due: 1/23	Read: Web Design Ch 1 The web design challenge
	TH	1/16	Read: Web Design LEC - Web Design, Challenge Ch 1	Read: Web Design Ch 2 Planning your website Ch 3 Effective Content Ch 4 Layout and Design Ch 5 Designing Effective Navigation Ch's 1 – 5, Exam 1/28
WEB DESIGN				
Week 2	T	1/21	LEC – Web Design Ch 2, 3 (In-Class Exercise on Ch 2 – Turn In)	
	TH	1/23	LEC – Web Design Ch 4, 5 LEC – History of Web (In-Class Discussion) <mark>DUE</mark> - PSA Icebreaker & Getting Started Quiz	
HTML, CSS, JAVASCRIPT / WEB DESIGN				
Week 3	T	1/28	<mark>EXAM</mark> – Web Design Chapters 1-5 <mark>ASSIGN</mark> – HTML, CSS, JavaScript, Due 2/25 (In place of chapters 6, 7, 8, and 9) HTML Lessons, Due 2/6 CSS Lessons, Due 2/13 JavaScript Lessons, Due 2/25	
	TH	1/30	LECT – HTML	You will need all of the alloted time for your coding. All coding due, 2/25
Week 4	T	2/4	No Class – At Conference LECT – CSS / or video	
	TH	2/6	*DUE* - HTML Lessons CLASS MEETS LECT – CSS / JavaScript / or video	

Week 5	T	2/11	No Class Work on Coding	Read: Web Design Chapters 9-16 w Coding Ch's 9-16, Exam 2/27
	TH	2/13	No Class Work on Coding DUE - CSS	
Week 6	T	2/18	LEC – Chapters 9-12	
	TH	2/20	LEC – Chapters 13-16	
Week 7	T	2/25	No Class DUE - JavaScript	
			### WEB OPTIONS	
	TH	2/27	EXAM – WD 9-16, and some Coding questions. LECT – Web Options, Demonstrations WordPress Demonstration, Adobe XD A - Web Options (Explore 3 sites) Due 2/28	
			### PSA PREP	
Week 8	T	3/4	DUE – Web Options – 3 Site Explorations (Share findings in PowerPoint presentation 10 unique things about each site chosen) ASSIGN – PSA Prep, *CRIT 1 Due 3/11* • Research – Choose PSA, Form • XD, Site Plan • Images • iPads • Contact Sheet • Template	
	TH	3/6	Work on Prep	
Week 9	T	3/11	CRIT 1 – PSA Prep (Site Plan, Name, Images, Logo Thumbnails, Titles, and Color Scheme, etc.) PSA Due Dates: CRIT 2, 4/1 CRIT 3 Final, 4/15	
	TH	3/13	LECT – Site Set-Up Demonstration	
Week 10	T	3/18	Spring Break	
	TH	3/20	Spring Break	
Week 11	T	3/25	Work on site	
	TH	3/27	Work on site	

Week 12	T	4/1	CRIT 2 – PSA Website	
	TH	4/3	Work on site ASSIGN – Portfolio (Logo thumbs, Logo, Business Card, and Letterhead)	
Week 13	T	4/8		
	TH	4/10	Work on site	
Week 14	T	4/15	CRIT 3 Final – PSA Website	
PORTFOLIO				
	TH	4/17	CRIT – Logo, Business Card, Letterhead	
Week 15	T	4/22	Work on portfolio	
	TH	4/24	CRIT 1 – Portfolio	
			CRIT 2 – Portfolio	
		4/29	FINALS	

Note: Attendance matters. Please make every effort to attend class consistently.