

COMM 381 – SPRING '12

Multimedia production



Benedictine University, Lisle, IL.

“Do your best every day, to the best of your ability.”

CLASS OBJECTIVES:

1.) The purpose of COMM 381 is to help students become comfortable creating web pages with HTML and CSS (Cascading Style Sheets.) These two languages are the foundation of every web page built. Simply put - if you want to design web pages, you have to know HTML and CSS.

2.) We will create the pages by writing code, not using web design software like Dreamweaver (though we will use the program later in class.) Software, like Dreamweaver, comes and goes, but the basic HTML tags rarely change.

3.) By the end of this semester, you will have created three, separate web projects. The goal is for you to have a portfolio-worthy web site; something you could show to potential employers.

4.) Your last two projects will be sites built for a client (you can use the same one for Project II and III.) Working with someone to create a web site will give you “real world” experience, which employers are looking for.

INSTRUCTOR INFORMATION:

Instructor: Chris Birks (pronounced: Burks)

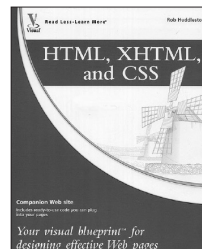
Office: Kindlon 222

Email: cbirks@ben.edu

Class web site: www.classes.birksland.com

Office hours: M: 2-3pm, Tues: 1-3pm, Thur: 1:30-4pm

REQUIRED MATERIAL:



HTML, XHTML and CSS

by Rob Huddleston

Wiley Publishing

\$30

ISBN: 978-0-470-27436-1

Jump Drive
500 MB or larger



PROJECTS:

- **Project I:** A basic home page with text, hyperlinks (HTML) and photos. *85 points*

- **Project II:** First client web site. Pages to include everything from Project I plus CSS, tables and forms. *100 points*

- **Project III:** Second client web site. Pages to include everything from Project I and II plus JavaScript, HTML 5, audio and/or video. Pages must be uploaded to class website. *100 points*

** Students will give a 5 minute presentation of their Projects I (or II) and III to the class; the presentation will be part of the grade. This is a chance to share what you learned with the class.

A grading sheet (rubric) will be provided before the projects are due so you will know what the expectations are for each one.

UNIVERSITY POLICIES:

- The search for truth and the dissemination of knowledge are the central missions of a university. Benedictine University pursues these missions in an environment guided by our Roman Catholic tradition and our Benedictine heritage.
- A student whose religious obligation conflicts with a course requirement may request an academic accommodation from the instructor. Students must make such requests in writing by the end of the first week of the class.

Integrity and honesty are therefore expected of all members of the University community, including students, faculty members, administration, and staff.

Actions such as cheating, plagiarism, collusion, fabrication, forgery, falsification, destruction, multiple submission, solicitation, and misrepresentation, are violations of these expectations and constitute unacceptable behavior in the University community.

The penalties for such actions can range from a private verbal warning, all the way to expulsion from the University. The University's Academic Honesty Policy is available at <http://www.ben.edu/AHP> and students are expected to read it.

- If you have a documented learning, psychological or physical disability, you may be eligible for reasonable academic accommodations or services. All students are expected to fulfill essential course requirements. The University will not waive any essential skill or requirement of a course or degree program.

If you're having problems, see me before a project is due and/or you have to miss class.

GRADES:

- Project I - 90 points
 - Project II - 100 points
 - Project III - 100 points
 - Attendance - 10 points
- Total - 300 points
- A = 270 to 300 points
B = 240 to 269 points
C = 210 to 239 points
D = 180 to 209 points
F = 179 and below
(There is no "rounding up" of grades)

Feedback on all major projects will be given via individualized video/audio recordings on the class feedback website: feedback.birksland.com/yourname123.html. Each student will be given a unique URL to listen to their feedback; please bookmark it. If you forget your URL, please send me an email.


ATTENDANCE POLICY:

- 1 or 2 missed classes - No penalty
- 3 missed classes - 5 point reduction
- 4 missed classes - 10 point reduction

I do not differentiate between excused and inexcused absences.

There will be an attendance sheet for you to sign.

CLASS POLICIES:

- All assignments must be turned in on the day they are due and at the beginning of class. **Late work will not be accepted and there are no extra credit assignments.** Assignments not turned in when they are due will result in a score of zero points for that assignment.
- Turn OFF all cell phones, beepers, .mp3 players, etc. If you are waiting for an emergency phone call, see me before class. **Do not check messages during class time**, but before class is fine. 
- Please do not bring laptops/netbooks into class. Do not surf the Internet during class time. If you need to take notes on a computer, please clear it with me first.
- Respect your fellow students and teacher. Disruptions (such as talking with friends during class, doing homework during class, reading newspapers during class, etc.) will not be tolerated.
- Do not be tardy to class. If you cannot make the start of class regularly, see me. There will be an attendance sheet for you to sign. Remember to sign in each class period.
- Do not use pre-designed web page templates to build your pages.
- **You are responsible for the material if you miss a class;** either get the notes from a fellow student or see me during office hours. Do not email me something like: “Did I miss anything important?”
- Your campus email address will be the official way I contact you with course and/or academic performance information. Check your email often. **“I didn’t get your email,” is not an excuse for missed work and/or information.**
- Check D2L, the Twitter feed and the class website often. Your grades will be posted on D2L.

ABOUT YOUR INSTRUCTOR:

Mr. Birks (that’s me) spent nearly 20 years as a newspaper journalist before deciding to teach. I’ve worked in newsrooms as a photojournalist, page designer, web designer, writer and editor. I’ve worked for small dailies and large metros in Michigan, Kentucky, Florida and Illinois. I have a M.A. from Northern Illinois and a B.S. from Central Michigan.

Besides teaching, I am also the advisor for The Candor. In my spare time, I run (orienteering), read fiction, play with my greyhound and spend way too much time on the computer.



CLASS SCHEDULE - COMM 381

Week 1

Jan. 17: Introduction / computer basics
Jan. 19: Internet 101, *Chapter 1*

Week 2

Jan. 24: Creating a web page, *Chapter 2*
Jan. 26: Working with text

Week 3

Jan. 31: Formatting text, *Chapter 3*
Feb. 2: Hyperlinks

Week 4

Feb. 7: Working with images, *Chapter 4*
Feb. 9: PhotoShop

Week 5

Feb. 14: **Project I due** / Class presentations
Feb. 16: Forms, *Chapter 11*

Week 6

Feb. 21: Tables, *Chapter 5*
Feb. 23: Tables and Lists, *Chapter 6*

Week 7

Feb. 28: Intro to CSS
March 1: CSS with text, *Chapter 7*

Week 8

March 6: CSS with elements, *Chapter 8*
March 8: CSS with elements, *Chapter 9*

Week 9

March 13: CSS with layouts, *Chapter 10*
March 15: CSS with layouts

Week - Spring Break

March 20: Spring break
March 22: Spring break

Week 10

March 27: No Class
March 29: **Project II due** / Class presentations

Week 11

April 3: Web programming languages
April 5: FTP / Uploading, *Chapter 19*

Week 12

April 10: JavaScript, *Chapter 12*
April 12: JavaScript

Week 13

April 17: HTML 5 / CSS 3, Readings provided
April 19: HTML 5 / CSS 3

Week 14

April 24: HTML 5 / CSS 3
April 26: HTML 5 / CSS 3

Week 15

May 1: Career day
May 3: Work day

Week 16 - Finals

May 8-ish

*Schedule subject to change, please
check class web site for updates*

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 - Project III - 100 points
 - Attendance - 10 points

Total - 300 points