



PROCESS A NON-GENERAL EDUCATION - CURRICULUM PROPOSAL

SCC #04-05- 414

Deadlines
October 8, 2004 to be implemented Fall 2005 - February 11, 2005 to be implemented Spring 2005

PROPOSAL TITLE: Web ~~Input~~ Production and Editing for Mass Media

Sponsors: Michele Rosier Email rosierm@wau.edu 4255
Carl Hausman Email hausmanc@wau.edu 7354

DEPARTMENT: Journalism

COLLEGE: Communication

If Liberal Arts & Sciences CHECK: History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE ATTACHED NON-GEN-ED PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED

- New non-gen-ed course
- Short-term non-gen-ed course
- Minor curricular changes, fewer than three, to
- Existing non-gen-ed course
- Non-gen-ed degree requirements
- Major
- Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date 10/4/04
 Department Curriculum Chair: [Signature] Date 10/5/04
 Academic Dean: [Signature] Date 10/5/04

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date 10/26 Approved Not Approved

COLLEGE CURRICULUM CHAIR: [Signature]

Senate Curriculum Chair Signature [Signature] Date Senate Announcement 3/28/05

Comments _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date 4/14/05

Approved Not Approved

Date 4/22/05 REGISTRAR Course Description Received & Approved - Reg's Taxonomy & Course # 0602325

Registrar Signature: [Signature]

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar CAP
 VP Student Affairs Others

SB
4-29-05
b

Course Proposal
Web Production and Editing for Mass Media

Details

- a. Course Title
Web Production and Editing for Mass Media
- a. Sponsors
Michele Rosen, Instructor, Department of Journalism
Carl Hausman, Ph.D., Professor and Chair, Department of Journalism
- a. Credit Hours
3
- a. Course Level
Undergraduate, 300 level, no General Education designation is sought.
- a. Prerequisites *A passing grade on Computer Competency Exam or*
Successful completion of the Computer Literacy exam
- f. Suggested time and scale of implementation
Course is currently being offered as a Special Topics class in Fall 2004 (under the title Web Design); the course will be offered in the fall and spring semesters.

Curricular Effect

- a. Offerings
No classes will be dropped or offered less frequently as a result of this course. There are currently no courses that cover the same material as this course. While there are web-related courses in the Art, Composition and Rhetoric, and Computer Science departments, they are not duplicative in content.

Furthermore, the aforementioned classes in Art (Web Design) and Computer Science (Web Programming) each have four prerequisites:

Web Programming Prerequisites:

- Discrete Mathematics
- Data Structures and Algorithms
- Computer Science and Programming
- Computer Lab Techniques

Web Design Prerequisites:

- Introduction to Graphic Design I

- Computer Art Techniques I
 - Computer Art Techniques II
 - Studio Core Portfolio Review
- a. Adequacy of the present staff, resources, space needs, and other requirements for implementation
The department has hired a full time temporary faculty member to develop and teach online journalism courses. Computers and web design software, including Macromedia Dreamweaver and Adobe Photoshop, are available in Bozorth Hall. No additional resources are required.
- a. Recommended Library Resources
The library already contains a number of books on the subject of web layout and production. (See attached list of selected books already in library and recommended acquisitions.)
- a. Short-term Evaluations
No evaluations have been completed.

Rationale

According to the UCLA Internet Report (2003), reading news online is the third most popular Internet activity (51.9% of users). The same study found that "60.5% of all users considered the Internet to be a very important or extremely important source of information..." And according to the Newspaper Association of America's New Media Federation, "a growing number of online consumers interviewed by [Minnesota Opinion Research Inc.] say they use newspaper Web sites as a substitute for reading a printed newspaper, primarily because of the site's breaking news, search capabilities and information not available in print."

These studies and many others indicate the increasing importance of online journalism. In order to provide its students with the skills they will need to thrive in the new media environment, the Journalism department is in the process of developing a number of online journalism courses. Web Production and Editing for Mass Media is the first of these new offerings.

Because of the interrelatedness of content and presentation on the Web, it is essential that online journalists acquire a basic understanding of the entire web production process.

It is clear from WWW creator Tim Berners-Lee's comments on the genesis of the Web that he intended it to be a framework for *communication* (emphasis added):

"The dream behind the Web is of a common information space in which we communicate by sharing information."
-- Tim Berners-Lee, A Short Personal History of the Web

Essence of the Course

Students in Web Production and Editing for Mass Media will learn to conceptualize and implement a basic mass media-style website. The course will examine content strategy and production techniques for sites related to newspapers, television, radio, public relations, and advertising.

- a. Objectives of the course in relation to student outcomes
 - Understand the basics of how the Internet and the web can be used as a new medium of mass communication
 - Understand the difference between the creation of print and web content
 - Develop a web site plan, content inventory, site diagram, and page layout diagrams
 - Understand the basic concepts of HTML
 - Learn how layout decisions affect content consumption on the web
 - Learn how to use standard hardware and software typically used in newsrooms and other mass media environments to create static web pages
 - Learn to work with graphics and understand the fundamentals of communicating news and information visually
 - Understand the principles of usability, with a focus on mass media web sites.
 - Successfully build a mass media-style website
- b. Topical Outline/Content

See attached syllabus for Fall 2004 (course name will be changed but content and objectives will remain the same)
- c. Evaluation of students and grading procedure

Students will be evaluated based on the results of exams and homework assignments which emphasize the fundamental knowledge required to develop a thorough understanding of web design principles; students' ability to implement those principles will be evaluated based on a series of website planning documents and a final website project.
- d. Course Evaluation

The course will be assessed using student evaluations and departmental curriculum review.

Results of Consultations

- a. Letters of consultation: See attached
- b. Individual consultation: N/A

Currently, there are four undergraduate courses and one graduate course (which may be taken by seniors with permission) that could be considered to overlap

with Web Production and Editing for Mass Media (none of which are offered by the Journalism department):

1009.358 Web Design I

This course introduces students to design on the Internet. The focus of the course is on the fundamental skills of drawing, imaging, animation and sound as they are combined in web-based environments. An emphasis is placed on creativity and originality. Students will also learn about the theory and practice of artists working in this medium.

1009.359 Web Design II

Web Design II is a continuation of the exploration started in Web Design I. Students will advance their knowledge by mastering professional skills in solving design problems in web-based environments. Students will also learn about the theory and practice of artists working in this medium.

501.301 Writing, Research and Technology

This course presents the rhetorical, social, and practical dimensions of writing and researching in networked contexts. Students focus both on the roles an individual creates and maintains when writing for different cybermedia formats and the kinds of conventions that exist in systems like the World Wide Web, listservs, e-mail, and hypertext. A web-based research project in a concentrated area of writing for a particular electronic community demonstrates students' ability to communicate online.

0601.564 Information Architecture

Information Architecture explores the connections among web site usability, interactivity, design, and navigation principles as each relate to the written content. Students investigate how written content influences the look and user-friendliness of web sites. Specific issues addressed in the course include presenting content for audiences with disabilities or for non-English speakers; privacy and security concerns; and the rise of information anxiety in the general public.

0704.305 Web Programming

This course introduces the student to some of the underlying software components of the World Wide Web as it currently exists. Topics include markup languages, scripting languages, programming languages such as Java, and other software components of the Web.

Web Design I and II, offered by the Art department, focus on graphic design; Writing, Research, and Technology, offered by Composition & Rhetoric, emphasizes online writing and research; Information Architecture, also offered by Composition & Rhetoric, concentrates on the evaluation of web sites usability and navigation; and Web Programming, offered by the Computer Science department, focuses on the programming skills needed to create dynamic web pages and web-based applications.

Conversely, Web Production and Editing for Mass Media will provide students with a survey of the skills they would need to develop websites for mass media organizations, including content acquisition and management, site design and architecture, introductory webpage building using HTML and standard software tools, and site usability and testing.

Catalog Description

Web Production and Editing for Mass Media

Suggested Course Number: 0602 ~~318~~

Prerequisites: A passing grade on the Computer Competency Exam or successful completion of 0701.100 Computer Literacy.

Students in Web Production and Editing for Mass Media will learn to conceptualize, design, and implement a basic website, with emphasis on content creation and presentation. The course will examine content strategy, editing, and production techniques for sites related to newspapers, television, radio, public relations, and advertising.

DB
4/29/05

Can't use
this number -
it exists as
Journ. Sources of Inf

SK - Registrar's
office
4/22/05

From: Jennifer Kay <kay@elvis.rowan.edu>
Subject: **Consulation: Web Production proposal**
Date: February 9, 2005 12:21:06 PM EST
To: "Carl D. Hausman" <hausman@rowan.edu>, rosenm@rowan.edu
Cc: hartley@elvis.rowan.edu, nlt@elvis.rowan.edu, Amer@rowan.edu, Rusu@rowan.edu, michele_rosen@yahoo.com

To: Michele Rosen, Carl Hausman, Journalism
From: Computer Science Curriculum Committee
Re: Course Proposal: Web Production and Editing for Mass Media

We are pleased to support your new course, "Web Production and Editing for Mass Media."

As we have discussed, we will be proposing a new general education introductory web skills course for non-majors in the future. At that time, we have agreed that you will modify the prerequisites to "Web Production and Editing for Mass Media" to require that course, and also modify the syllabus to reflect the fact that you no longer need to include some of the introductory web material.

We look forward to further collaboration in the future.

Rowan University
CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM

The purpose of this form is to provide a channel of communication between the library and faculty changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course/program. The information will also provide rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian. THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.

- The sponsor(s) complete parts A & B. If assistance is required to complete parts A & B, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts C, D & E.

This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee

A. College Communication Department: Journalism
 Proposed by Michele Rosen Date September 30, 2004
 Course Title Web Layout & Production
 Anticipated Date for Course/Program Offering: Spring 2005

B. List specific resources that should be acquired to support this course.

See Attached

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

See Attached

D. List key periodicals available in the library to support this course/program

<i>Emedia magazine</i>	<i>Online user</i>	<i>Macworld</i>
<i>Online reporter</i>	<i>Yahoo! Internet life</i>	<i>PC Magazine</i>

E. Librarian comments and recommendations

The attached list of sources is appropriate to support the proposed course.

Name: LIBRARIAN LIAISON Carl Hausman

Librarian Signature: Benjamin Fisher

Campbell Library Books

Title:

Designing portals : opportunities and challenges / [edited by] Ali Jafari, Mark Sheehan.

Primary Material:

Book

Physical Description:

xiv, 302 p. : ill. ; 26 cm.

Publisher:

Hershey, PA : Information Science Pub., c2003.

ISBN/ISSN:

1591401089 (hardcover)

Call Number:

LB1044.87 .D49 2003

Main Author:

Hackos, JoAnn T.

Title:

Content management for dynamic Web delivery / JoAnn T. Hackos.

Primary Material:

Book

Physical Description:

xvi, 415 p. : ill. ; 24 cm.

Publisher:

New York : John Wiley & Sons, c2002.

ISBN/ISSN:
0471085863 (pbk.)

Location:
Main

Call Number:
TK5105.888 .H315 2002

Main Author:
Lowery, Joseph (Joseph W.)

Title:
Dreamweaver MX bible / Joseph W. Lowery.

Primary Material:
Book

Physical Description:
xliv, 1178 p. : ill. ; 24 cm. + 1 computer optical disc (4 3/4 in.)

Publisher:
Indianapolis : Wiley, c2002.

ISBN/ISSN:
0764549316

Location:
Main

Call Number:
TK5105.889 .D74L68 2002

Main Author:
Tyler, Denise.

Title:

Microsoft FrontPage 98 / Denise Tyler.

Primary Material:

Book

Physical Description:

xxxviii, 807 p. : ill. ; 23 cm. + 1 computer laser optical disc (4 3/4 in.).

Publisher:

Indianapolis, Ind. : Sams.net, c1997.

ISBN/ISSN:

1575213729

Location:

Reserve

Call Number:

Computer TK 5105.885 .F76 T96 1997

Main Author:

Collins, Corbin.

Title:

Trellix Web : Web site creation kit / Corbin Collins.

Primary Material:

Book

Physical Description:

xvi, 299 p. : ill. ; 23 cm. + 1 computer optical disc (4 3/4 in.)

Publisher:

Upper Saddle River, NJ : Prentice Hall, c2001.

ISBN/ISSN:

0130412066

Location:

Main

Call Number:

TK5105.8885.T74 C65 2001

Main Author:

Bausch, Paul.

Title:

We blog : publishing online with Weblogs / Paul Bausch, Matthew Haughey, Meg Hourihan.

Primary Material:

Book

Physical Description:

313 p. ; 24 cm.

Publisher:

Inidanapolis : Wiley, 2002.

ISBN/ISSN:

0764549626

Location:

Main

Call Number:

TK5105.888 .B337 2002

Title:

We've got blog : how weblogs are changing our culture / from the editors of Perseus Publishing ; [compiled and edited by John Rodzvilla].

Primary Material:

Book

Physical Description:

xiii, 242 p. ; 22 cm.

Publisher:

Cambridge, MA : Perseus Pub., c2002.

ISBN/ISSN:

0738207411

Location:

Main

Call Number:

TK5105.888 .W48 2002

Main Author:

Lie, Håkon Wium.

Title:

Cascading style sheets : designing for the Web / Håkon Wium Lie, Bert Bos.

Primary Material:

Book

Physical Description:

xvii, 396 p. : ill. (some col.) ; 25 cm.

Publisher:

Harlow, England ; Reading, Mass. : Addison-Wesley, 1999.

ISBN/ISSN:

0201596253

Location:

Main

Call Number:

QA76.76.H94 L54 1999

Main Author:

Frost, Raymond, 1960-

Title:

Building effective Web sites / Raymond Frost, Judy Strauss.

Primary Material:

Book

Physical Description:

xii, 142 p. : ill. ; 28 cm.

Publisher:

Upper Saddle River, N.J. : Prentice Hall, c2002.

ISBN/ISSN:

0130932884

Location:

Main

Call Number:

TK5105.888 .F77 2002

Main Author:

Hackos, JoAnn T.

Title:

Content management for dynamic Web delivery / JoAnn T. Hackos.

Primary Material:

Book

Physical Description:

xvi, 415 p. : ill. ; 24 cm.

Publisher:

New York : John Wiley & Sons, c2002.

ISBN/ISSN:

0471085863 (pbk.)

Location:

Main

Call Number:

TK5105.888 .H315 2002

Main Author:

Hammerich, Irene.

Title:

Developing online content : the principles of writing and editing for the Web / Irene Hammerich, Claire Harrison.

Primary Material:

Book

Physical Description:

xv, 384 p. ; ill. ; 24 cm.

Publisher:

New York : John Wiley & Sons, 2002.

ISBN/ISSN:

0471146110

Location:

Main

Call Number:

TK5105.888 .H36 2002

Main Author:

Kurata, Deborah.

Title:

Doing Web development: client-side techniques / Deborah Kurata.

Primary Material:

Book

Physical Description:

xx, 478 p. : ill. ; 24 cm.

Publisher:

Berkeley, CA: Apress ; New York : Distributed to the book trade in the U.S. by Springer-Verlag, c2002.

ISBN/ISSN:

1893115879

Location:

Main

Call Number:

TK5105.888 .K87 2002

Main Author:

Scharl, Arno, 1970-

Title:

Evolutionary Web development / Arno Scharl.

Primary Material:

Book

Physical Description:

xii, 302 p. : ill. ; 24 cm.

Publisher:

New York : Springer, 2000.

ISBN/ISSN:

1852333103 (alk. paper)

Location:

Main

Call Number:

TK5105.888 .S315 2000

Main Author:

Sachs, David, 1947-

Title:

The 7 keys to effective Web sites / David Sachs, Henry Stair.

Primary Material:

Book

Physical Description:

xxv, 318 p. : ill. (some col.) ; 18 x 23 cm.

Publisher:

Upper Saddle River, NJ : Prentice Hall PTR, c1997.

ISBN/ISSN:

0134900871

Location:

Ref.

Call Number:

Ref TK5105.888 .S23 1997

Main Author:

Warner, Janine, 1967-

Title:

Teach yourself visually Dreamweaver MX / by Janine Warner and Ivonne Berkowitz.

Primary Material:

Book

Physical Description:

307 p. : col. ill. ; 23 cm.

Publisher:

New York, NY : Wiley Publishing, c2002.

ISBN/ISSN:

0764536974 (pbk.)

Location:

Main

Call Number:

TK5105.889.D74W373 2002

Main Author:

Siegel, David, 1959-

Title:

Creating killer Web sites : the art of third-generation site design / David Siegel.

Primary Material:

Book

Physical Description:

xv, 270 p. : col. ill. ; 26 cm.

Publisher:

Indianapolis, Ind. : Hayden Books, c1996.

ISBN/ISSN:

1568302894 (pbk.)

Location:

Main

Call Number:

TK5105.888 .S53 1996

Main Author:

Van Duyne, Douglas K., 1966-

Title:

The design of sites : patterns, principles, and processes for crafting a customer-centered Web experience / Douglas K. Van Duyne, James A. Landay, Jason I. Hong.

Primary Material:

Book

Physical Description:

xxxvii, 762 p. : col. ill. ; 24 cm.

Publisher:

Boston : Addison-Wesley, c2003.

ISBN/ISSN:

020172149X

Location:

Main

Call Number:

TK5105.888 .V36 2003

Main Author:

Donnelly, Vanessa, 1963-

Title:

Designing easy-to-use websites : a hands-on approach to structuring successful websites / Vanessa Donnelly.

Primary Material:

Book

Physical Description:

xxiii, 452 p. : ill. ; 24 cm. + 1 computer optical disc (4 3/4 in.)

Publisher:

Harlow, England ; New York : Addison-Wesley, 2001.

ISBN/ISSN:

0201674688

Location:

Main

Call Number:

TK5105.888 .D66 2001

Title:

Designing interactive web sites / Gong Szeto ... [et al.].

Primary Material:

Book

Physical Description:

x, 457 p. : ill. ; 23 cm. + 1 computer laser optical disc.

Publisher:

Indianapolis, Ind. : Hayden Books, c1997.

ISBN/ISSN:
1568303114

Location:
Reserve

Call Number:
Computer TK 5105.888 D47 1997

Main Author:
Wands, Bruce.

Title:
Digital creativity : techniques for digital media and the internet /
Bruce Wands.

Primary Material:
Book

Physical Description:
xvii, 326 p., [32] p. of plates : ill. (some col.) ; 23 cm.

Publisher:
New York : Wiley, c2002.

ISBN/ISSN:
0471390577 (pbk.)

Location:
Main

Call Number:
QA76.575 .W38 2002

Main Author:

Smith, Colin.

Title:

From Photoshop to Dreamweaver : 3 steps to great visual web design / authors, Colin Smith, Crystal Waters.

Primary Material:

Book

Physical Description:

261 p. : ill. ; 23 cm.

Publisher:

Birmingham, England : Friends of ED, 2002.

ISBN/ISSN:

1903450578

Location:

Main

Call Number:

TK5105.8885.D74 S65 2002

Main Author:

Tollett, John.

Title:

Robin Williams Web design workshop / John Tollett, Robin Williams, David Rohr.

Primary Material:

Book

Physical Description:

x, 372 p. : col. ill. ; 23 cm.

Publisher:

Berkeley, Calif. : Peachpit Press, c2002.

ISBN/ISSN:

0201748673

Location:

Main

Call Number:

TK5105.888 .T65 2002

Main Author:

Siegel, David, 1959-

Title:

Secrets of successful Web sites : project management on the World Wide Web / David Siegel.

Primary Material:

Book

Physical Description:

304 p. : col. ill. ; 26 cm.

Publisher:

Indianapolis, IN : Hayden Books, c1997.

ISBN/ISSN:

1568303823

Location:

Main

Call Number:

TK5105.888 .S534 1997

Main Author:

Teague, Jason Cranford.

Title:

SVG for Web designers / Jason Cranford Teague and Marc Campbell.

Primary Material:

Book

Physical Description:

xix, 388 p., plates : ill. (some col.) ; 24 cm.

Publisher:

Indianapolis, IN : Wiley, c 2003.

ISBN/ISSN:

0764525727 (pbk.)

Location:

Main

Call Number:

T385 .T755 2002

Main Author:

White, Alex.

Title:

Type in use : effective typography for electronic publishing / Alex W. White.

Primary Material:

Book

Physical Description:

207 p. : ill. ; 28 cm.

Publisher:

New York : W.W. Norton, c1999.

ISBN/ISSN:

0393730344 (pbk.)

Location:

Main

Call Number:

Z246 .W57 1999

Main Author:

Anderson-Freed, Susan.

Title:

Weaving a website : programming in HTML, JavaScript, Perl and Java / Susan Anderson-Freed.

Primary Material:

Book

Physical Description:

xvi, 712 p. : ill. ; 24 cm.

Publisher:

Upper Saddle River, NJ ; London : Prentice Hall, 2002.

ISBN/ISSN:

0130282200

Location:

Main

Call Number:

QA76.625 .A53 2002

Main Author:

Niederst, Jennifer.

Title:

Web design in a nutshell : a desktop quick reference / Jennifer Niederst.

Primary Material:

Book

Physical Description:

xviii, 560 p. : ill. ; 23 cm.

Publisher:

Beijing ; Sebastopol, CA : O'Reilly, 1999.

ISBN/ISSN:

1565925157

Location:

Main

Call Number:

TK5105.888 .N542 1999

Main Author:

Holzner, Steven.

Title:

Web developer.com guide to dynamic HTML / Steven Holzner.

Primary Material:

Book

Physical Description:

xii, 484 p. : ill. ; 24 cm.

Publisher:

New York : Wiley, c1997.

ISBN/ISSN:

0471241024 (pbk. : alk. paper)

Location:

Main

Call Number:

QA76.76.H94 H65 1997

Main Author:

Lynch, Patrick J., 1953-

Title:

Web style guide : basic design principles for creating web sites /
Patrick J. Lynch, Sarah Horton.

Primary Material:

Book

Physical Description:

x, 164 p. : ill. ; 26 cm.

Publisher:

New Haven [Conn.] : Yale University Press, c1999.

ISBN/ISSN:

0300076746 (cloth : acid-free paper)

0300076754 (paper)

Location:

Main

Call Number:

TK5105.888 .L96 1999

Suggested Book Acquisitions Related to Web Layout and Design

Homepage Usability: 50 Websites Deconstructed

Jakob Nielsen, Marie Tahir

Paperback; 138 pages

Publisher: Pearson Education; 1st edition (November 5, 2001)

ISBN: 073571102X

CSS Cookbook

Christopher Schmitt

Paperback; 270 pages

Publisher: O'Reilly; 1 edition (August 2004)

ISBN: 0596005768

Dreamweaver in a Nutshell

Heather Williamson, Bruce A. Epstein, Bruce Epstein

Paperback; 500 pages

Publisher: O'Reilly; 1 edition (December 15, 2001)

ASIN: 0596002394

Designing Web Usability: The Practice of Simplicity

Jakob Nielsen

Paperback; 432 pages

Publisher: New Riders Press; 1st edition (December 20, 1999)

ISBN: 156205810X

Designing with Web Standards

Jeffrey Zeldman

Paperback; 456 pages

Publisher: Pearson Education; 1st edition (May 14, 2003)

ISBN: 0735712018

Web Design for the Mass Media

William Kovarik

Paperback; 316 pages

Publisher: Pearson Education; 1 edition (August 28, 2001)

ISBN: 0801332834

Redesigning Print for the Web

Mario R. Garcia

Paperback; 239 pages

Publisher: Hayden Books; (July 1, 1997)

ASIN: 1568303432

Journalism on the Web

James Glen Stovall

Paperback; 256 pages

Publisher: Allyn & Bacon; 1st edition (September 29, 2003)

ISBN: 0205353983

We the Media

Dan Gillmor

Hardcover; 304 pages

Publisher: O'Reilly; 1st edition (August 2004)

ISBN: 0596007337

Journalism Online

Mike Ward

Paperback; 224 pages

Publisher: Focal Press; 1st Edition (March 2002)

ISBN: 0240516109

Online Journalism: A Critical Primer

Jim Hall

Paperback; 240 pages

Publisher: Pluto Press, 1st Edition (April 2002)

ISBN: 074531192X

Online Journalism: Reporting, Writing, and Editing for New Media

Richard Craig

Paperback; 240 pages

Publisher: Wadsworth Publishing, 1st Edition (May 2004)

ISBN:

0534531466

Web Layout and Design
M-W 1:45 – 3:00
Instructor: Michele Rosen
Fall 2004

Overview

Students in Web Layout and Design will learn to conceptualize, design, and implement a basic website. The course will examine design and content strategies for sites related to newspapers, television, radio, public relations, and advertising.

Required Textbook

Learning Web Design
Jennifer Niederst
O'Reilly, 2nd Edition
ISBN: 0-596-00484-2

Objectives

- Understand the basics of how the Internet and the web work
- Understand the difference between print and web design
- Learn how to step through the web design process
- Learn basic HTML
- Learn how to use Dreamweaver to create static web pages
- Learn to work with graphics
- Understand the principles of usability
- Successfully build a website

Contact information and office hours

Office Location: Bozorth 107
Office Phone: 256-4285
Email: rosenm@rowan.edu
Office hours: Monday and Wednesday from 3:00 – 4:30 or by appointment.

Class policies

Academic honesty:

For Rowan's complete academic honesty policy, see http://www.rowan.edu/studentaffairs/deanstu/policies/academic_honesty/index.html. If you use someone else's work or take copy from the Internet or anywhere else without permission and/or attribution, you are plagiarizing. Plagiarism is a very serious offense. **Anyone caught plagiarizing will receive an F for the course.** I will ask you to sign a form indicating you have reviewed the academic honesty policy and that you agree to comply.

Attendance:

Attendance is expected at all classes. However, I understand that circumstances can sometimes prevent attendance. Attendance accounts for 5% of your final grade; however, you can receive a bonus for perfect or near perfect attendance.

Perfect attendance = 5 points +3 bonus points
Miss only one class = 5 points + 1 bonus point
Miss two or three classes = 3 points
Miss four classes = 1 point
Miss five classes = 0 points

If you miss more than five classes, we will need to discuss your continued participation in the class.

Arriving more than 20 minutes late or leaving more than 20 minutes early counts as half of a missed class.

If you bring a doctor's note for a missed class, it will not be counted against you.

Computer lab policies:

If we are holding class in a computer lab, you are not permitted to bring any food or drink into class unless it remains in your bag out of sight. During long classes we will take a short break.

Deadlines:

Written assignments must be turned in by the end of the class day when they are due (by 5 p.m.) If you do not come to class, you must find some way to get the assignment to me -- have a friend bring it, send it to the department via snail mail (must be postmarked on the day the assignment is due), send it via email (make sure to ask me to confirm that I have received your email), or drop it off to the department secretary by the end of the day.

For quizzes, you must notify me that you will miss the quiz before the quiz begins and you must make up the quiz by the next class session. If you cannot notify me before class, you must have a doctor's note.

For exams, you must have a 'good' reason for missing the exam (doctor's note, family emergency, etc.) Otherwise you will not be allowed to make up the exam.

Grades:

For quizzes and exams, I will adjust each student's grade accordingly if the class average is below 75 (in other words, I'll grade on a curve). However, written assignments and major projects must meet the standards set out for each assignment. Points will be deducted for spelling and grammar mistakes on all assignments. News articles must also adhere to the SPJ Code of Ethics. Written assignments must be typed

and stapled unless I explicitly instruct you otherwise. **Three points will be deducted from the assignment if either of these requirements is not met.**

Final grades will be calculated as follows:

Final website project = 25%

Website planning documents = $5\% \times 4 = 20\%$

Exams $15\% \times 2 = 30\%$

Exercises $5\% \times 3 = 15\%$

Participation: 5%

Attendance: 5%

Number grades correspond to letter grades as follows:

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
F	63 or below

Participation:

Discussion with fellow students is an effective, and I believe more interesting, way to learn than listening to me lecture for the entire class period. Therefore, in addition to attending classes, I expect you to participate in class discussions. Participation will count for 5% of your final grade. You may see me at any point during the semester to find out how you are doing in this area.

Semester Schedule

NOTE: I may give you additional reading assignments during the semester. Also, this schedule is subject to change based on how we are progressing.

Sept. 1

Discussion Topic: Introductions; Review of Syllabus; Getting Started

Relevant Reading: None

Assignment Due: None

Sept. 6

Labor Day; No class

Sept. 8

Discussion Topic: How the Web Works

Relevant Reading: Chapters 1 and 2

Assignment Due: Exercise 1-1, p. 14 (1-2 pages)

Sept. 13

Discussion Topic: Why Web Design Isn't Like Print Design

Relevant Reading: Chapter 4

Assignment Due: None

Sept. 15

Discussion Topic: The Web Design Process

Relevant Reading: Chapter 5

Assignment Due: None

Sept. 20

Discussion Topic: **EXAM** on Chapters 1, 2, 4, and 5

Relevant Reading: None

Assignment Due: None

Sept. 22

Discussion Topic: HTML Overview and Formatting Text with HTML

Relevant Reading: Chapter 6 and 7

Assignment Due: None

Sept. 27

Discussion Topic: Exercises 6-1 through 6-5 in class

Relevant Reading: None

Assignment Due: Site Plan based on questions in Research Tip on p. 50

Sept. 29

Discussion Topic: Exercises 7-2 through 7-5 in class

Relevant Reading: None

Assignment Due: None

Oct. 4

Discussion Topic: Style Sheets; Exercises 8-1 and 8-2 in class (p. 135 optional)

Relevant Reading: Chapter 8

Assignment Due: Exercise 7-6 Format Your Resume

Oct. 6

Discussion Topic: Adding Graphic Elements; Exercises 9-1 through 9-4 in class

Relevant Reading: Chapter 9

Assignment Due: Revised site plan

Oct. 11

Discussion Topic: Adding Links; Exercises 10-1 and 10-2 in class (pp. 182-183 optional)

Relevant Reading: Chapter 10

Assignment Due: None

Oct. 13

Discussion Topic: Tables; Exercises 11-1 through 11-5 in class

Relevant Reading: Chapter 11

Assignment Due: None

Oct. 18

Discussion Topic: **EXAM** on Chapters 6-11

Relevant Reading: None

Assignment Due: None

Oct. 20

Discussion Topic: Content sources

Relevant Reading: None

Assignment Due: None

Oct. 25

Discussion Topic: Site diagrams

Relevant Reading: None

Assignment Due: Content inventory

Oct. 27

Discussion Topic: Color and Web Graphics

Relevant Reading: Chapters 13 and 14

Assignment Due: None

Nov. 1

Discussion Topic: GIFs and JPEGs; Exercises 15-1 through 15-3 and 16-1 in class

Relevant Reading: Chapters 15 and 16

Assignment Due: Site diagram

Nov. 3

Discussion Topic: Page design

Relevant Reading: None

Assignment Due: Revised content inventory

Nov. 8

Discussion Topic: Usability

Relevant Reading: Chapter 20

Assignment Due: None

Nov. 10

Discussion Topic: Work on wireframes

Relevant Reading: None

Assignment Due: Wireframes (at the end of class)

Nov. 15

Discussion Topic: Do's and Don'ts

Relevant Reading: Chapter 21

Assignment Due: Revised site diagram

Nov. 22

Discussion Topic: BBC News case study

Relevant Reading: BBC News case study (handout)

Assignment Due: Exercise 21-1 p. 404

Nov. 24

Discussion Topic: Economist.com case study

Relevant Reading: Economist.com case study (handout)

Assignment Due: Revised wireframes

Nov. 29

No class

Dec. 1

Discussion Topic: Work on website

Relevant Reading: None

Assignment Due: None

Dec. 6

Discussion Topic: Work on website

Relevant Reading: None

Assignment Due: None

Dec. 8

Discussion Topic: Work on website

Relevant Reading: None

Assignment Due: Preliminary site for review

Dec. 13

Discussion Topic: Work on website

Relevant Reading: None

Assignment Due: None

Dec. 15

Discussion Topic:

Relevant Reading:

Assignment Due: Final site



Department of Communication Studies

October 4, 2004

Dr. Carl Hausman
Department of Journalism
Rowan University
Glassboro, NJ 08028

Dear Dr. Hausman:

Thank you for the opportunity to review your proposal for Web Layout and Design. Given the ever increasing number of journalistic venues online, this seems an important and appropriate skill for students in the journalism program. The course appears an appropriate supplement to the similar classes being offered in other programs. We believe that this course will be a valuable offering for students in your program and likely of interest to other students in the University.

Sincerely,

Lorin Basden Arnold, Ph.D.
Associate Professor
Interim Department Chair and Curriculum Chair
Department of Communication Studies



Date: Oct. 5, 2003
To: Dr. Carl Hausman, Chair, Department of Journalism SSF
From: Suzanne Sparks FitzGerald, Chair, Public Relations and Advertising
Re: Web Layout and Design

Our department supports your proposal for a Web Layout and Design course. Clearly, a journalism department would seem lacking without an emphasis on online journalism.

As a seminal course in online journalism, Web Layout and Design would provide design and content strategies for sites related to newspapers, television, radio, public relations and advertising.

We will encourage both public relations and advertising students to take Web Layout and Design as a related elective. We highly recommend this offering.

Thank you for consulting me.



Composition and Rhetoric

October 7, 2004

Dr. Carl Hausman
Department of Journalism
Bozorth

Dear Dr. Hausman:

Having considered your proposal, I can offer our department's support for your Web Layout and Design course.

As you point out, there are two courses taught in our department in regard to which Web Layout and Design has the potential to create overlap. However, we do not see duplication of content occurring with either Writing, Research, and Technology (undergraduate course) or Information Architecture (graduate course).

Yours is a useful course and a good addition to the technology-based courses developed in our college.

Sincerely,

Janice Rowan
Chair



Art Department

Memo

TO: Michele Rosen, Instructor, Department of Journalism
Carl Hausman, Chair, Department of Journalism

From: Skeff Thomas 
Chair, Department of Art

Date: October 7, 2004

RE: Letter of Consultation
Course Proposal
'Web Layout and Design'

Members of the Art Department have reviewed the course proposal 'Web Layout and Design'. The Art Department supports the proposal with the following expressed reservations:

1. The Objectives of the course specify, "Understand the difference between print and web design". And "Learn how to step through the Web design process". In a collegial meeting with Professor Rosen, the distinction between website planning and layout was made. The formal use of the concept of design implies a visual connotation. The Art Department believes the distinction between formal design issues and planning issues needs to be reinforced.

The Art Department recommends the course be titled: Website Planning and Production.

In a spirit of interdisciplinary cooperation, the Art Department would support the development of courses for both College of Communication and College of Fine and Performing Arts students that address the requisite skills or areas of expertise necessary in a design and production team.

2. The course should articulate clearly what is being addressed for the journalism component. The proposal objectives address areas of design, site architecture, usability and technical understanding, but does not address content related to journalistic studies. The course would be served with objectives that highlight the role of the web in journalism with specific reference to Planning and Production of websites with a clear delineation from issues of design and layout.
3. The word design should be removed from the Course description. The phrase "conceptualize, plan and produce" would be consistent with the recommended title 'Website Planning and Production'.

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and his or with Layout
Curtis

Mosto, Patricia

m: Carl D. Hausman [hausman@rowan.edu]
at: Wednesday, April 06, 2005 9:09 AM
To: Mosto, Patricia
Subject: RE: Course Proposal SCC 04-05204

Hi Pat
I'd emailed Michele telling her I agreed with her...guess she didn't pass that on. Yes, the catalog description is the one to use.
Thank you.
Best,
Carl

I
Michele, I haven't heard from Carl yet.

Pat

Dr. Patricia Mosto
Interim Associate Provost
Academic Affairs
Rowan University
e-mail: mosto@rowan.edu
phone: 856-256-4012
fax: 856-256-4435

"You don't have to go looking for love when it is just in front of you"

--Original Message-----
From: Rosen, Michele F
Sent: Sunday, April 03, 2005 12:20 PM
To: Mosto, Patricia
Cc: Faison, Christy; hausman@rowan.edu
Subject: Re: Course Proposal SCC 04-05204

I would go with the Catalogue Description. Carl, please confirm.

Regards,
Michele

On Apr 2, 2005, at 11:20 AM, Mosto, Patricia wrote:

> Hi Michelle and Carl,
>
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>
> I'm in the process of reviewing your proposal SCC 04-05-204, "Web
> Layout and Production" and the prerequisites in Course Details e.), do
>
> not match with the prerequisites in the Catalogue Description.
>
>
>
> Course Details reads: Successful completion of the Computer Literacy
> Exam
>
> Catalogue Description reads: A passing grade on the Computer
> Competency Exam or successful completion of 0701.100 Computer
> Literacy.
>
>
>

> Please clarify

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>

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> Thanks

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>
>

> Pat

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>

> Dr. Patricia Mosto

> Interim Associate Provost

>

> Academic Affairs

>

> Rowan University

>

> e-mail: mosto@rowan.edu

>

> phone: 856-256-4012

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> fax: 856-256-4435

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>

> "You don't have to go looking for love when it is just in front of
> ."

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>

Congress shall make no law respecting an establishment of religion, or
prohibiting the free exercise thereof; or abridging the freedom of
speech, or of the press; or the right of the people peaceably to
assemble, and to petition the Government for a redress of grievances.
- The First Amendment to the U.S. Constitution

Insert Tech Here -- <http://inserttechhere.blogspot.com>

Mosto, Patricia

m: Rosen, Michele F
.it: Thursday, April 14, 2005 11:13 AM
To: Mosto, Patricia
Cc: Faison, Christy; Carl D. Hausman; Milou, Eric
Subject: Re: Another question on SCC-04-05-204

This should be Web Production and Editing for Mass Media. Sorry for the errors.

Regards,
Michele Rosen

On Apr 14, 2005, at 10:25 AM, Mosto, Patricia wrote:

> Michele, I have another question on your course proposal SCC-04-05-204
> "Web Layout & Production". In the Process A title page the course
> name is "Web Layout & Production", but in the first page and in the
> catalogue description is listed as "Web Production and Editing for
> Mass Media".

>
>
>
> Please clarify which is the right title

>
>
>
> Thanks

>
>

. Pat

>
>
>
> Dr. Patricia Mosto
>
> Interim Associate Provost
>
> Academic Affairs
>
> Rowan University
>
> e-mail: mosto@rowan.edu
>
> phone: 856-256-4012
>
> fax: 856-256-4435

>
>
>
> "The best things in the world cannot be seen or touched. They must be
> felt with the heart"

>
>