HU2650: Introduction to Webdesign  
Summer 2009  
M–T–Tu–Th 9:30–10:50am  
Walker Arts and Humanities-134  
Course website: http://hdmc.hu.mtu.edu/courses/hu2650/su09/  

CONTACT INFORMATION  
Instructor: wendy k. z. anderson  
Office: 334 Walker Arts and Humanities Center  
Phone: 487.3240  
Email: wkzander@mtu.edu (this is the best way to reach me)  

Office Hours: Monday & Wednesday, 11am–noon  
I am open to discussing matters pertaining to the course, readings, and your writing; please feel free to contact me via email or phone as well as in person. I hope you will also take advantage of my office hours and email.  

COURSE INFORMATION  
Required Texts and Materials:  
1. 1 gig Flashdrive brought to every course.  
2. Course Readings (physical copy required in every class session) and Syllabus on Blackboard and Course Blog.  
3. Dreamweaver (CS3)  
4. Lynda.com Tutorials  

Course Calendar: http://www.hu.mtu.edu/~wkzander/HU2650  
Calendar is tentative and subject to change. Please check on-line calendar for latest changes. Any hard copy may be obsolete, so be sure to bring it with you to each class to record all changes. Assignments are listed on Blackboard’s calendar with hard submission times enforced by Blackboard.  

Description: Provides experience in planning and constructing web pages. Discusses historical, ethical, and social implications of the Internet and digital culture. Students will develop a balance of technical and aesthetic knowledge and an understanding of some of the problems and limitations of the Internet and the World Wide Web.  

Goals:  
➤ to critically analyze web site structure and design by contextualizing them in cultural and social settings  
➤ to build a foundation for understanding web communication and interactive design principles  
➤ to develop guidelines and skills for interactive web design  
➤ to develop effective learning strategies and time management.  
➤ to be comfortable with webdesign tools and software: HTML, Dreamweaver, and Photoshop  

CLASS EXPECTATIONS AND GRADING  
Attendance: Attendance is welcomed, expected, and mandatory. To best utilize our time, come to class on time. You are considered absent if 1) you are more than 15 minutes late and/or 2) you are unprepared for class. Similar to a job, I expect that if you cannot make class that you will contact me ahead of time and connect with a peer
to get up to speed on what was covered in class.

There will be regular in-class work to record your attendance and preparation for class. You may miss three sessions without penalty. For every class after the first three, I will lower your final grade by fifty points (half of a letter grade). Seven absences constitute automatic failure of the course.

**Class participation:** In order to accomplish the course goals, you must come to each class prepared. Participation is one of the most important components to the success of the course. You are expected to come to class on time, reading carefully and critically, bringing printed out readings with questions/observations (notes) to class, tutorials completed before class, posting on the blog before class, and being prepared to engage with the ideas and your class. Class investigations are participatory assignments that include critical and active discussions as well as in-class collaborative work.

In order to preserve an open environment, our classroom is one of mutual respect between everyone in the room. Any behavior that creates a hostile classroom environment will not be tolerated and the party(ies) involved will be asked to leave the class. Since each classroom is made up of individuals, each student’s questions or concerns will be responded to in an individual manner rather than with a blanket response.

**Assignment Expectations:** All readings, blog comments, and papers are to be completed prior to class and solely by the student (unless other instructed as collaborative work). You are expected to submit assignments on Blackboard and the course blog by the deadlines listed. All typed work is due at the beginning of class unless otherwise noted. In order to be considered for a grade, all assignments are to be complete and must conform to MLA, APA, or Chicago style documentation and format (word-processed, Times New Roman, 12 point legible font, double-spacing, with one inch margins). Late assignments will only be accepted with the specific, prior agreement of the instructor. No exceptions.

In terms of minor assignments, you are expected to comment 1-2 times a week on the blog in response to the readings and class discussion. I expect you to post a weblog entry for each studio exercise assigned in class, whether or not you choose to attend the in-class studio session. The entry should be posted no later than midnight on Saturday of each week. To receive a B on the weblog portion of your grade, your entries must be complete and posted in a timely fashion. To receive an A your entries must also be well-written with strong evidence for support. As a rule posts should be about 2-3 paragraphs in length. You will also complete two peer critiques that must be uploaded to Blackboard and emailed to your peer.

In terms of major assignments, you will be required to complete a Rhetorical Website Analysis, Personal Webpage, Organizational Website, Online Interactivity Proposal, and Final Website Portfolio. Please keep a flashdrive with all your work for the course. Be sure you keep your copies of all work with my original comments on them.

I reserve the right to give unannounced quizzes or assignment at anytime to test the preparedness of the class as a whole. These minor exercises will make up the
remaining hundred points of the class total.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Number</th>
<th>Point Allocation</th>
<th>Total points per category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Posts</td>
<td>1-2 per week</td>
<td>20 total</td>
<td>200</td>
</tr>
<tr>
<td>Rhetorical Analysis</td>
<td>1</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Personal Webpage</td>
<td>1</td>
<td>100</td>
<td>100</td>
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<tr>
<td>Organizational Website</td>
<td>1</td>
<td>200</td>
<td>200</td>
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<tr>
<td>Website Trafficking</td>
<td>1</td>
<td>100</td>
<td>100</td>
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<tr>
<td>Portfolio Website</td>
<td>1</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Peer Critique</td>
<td>2</td>
<td>25</td>
<td>50</td>
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<tr>
<td>Lab Days</td>
<td>10</td>
<td>10</td>
<td>100</td>
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<tr>
<td>Miscellaneous Points</td>
<td></td>
<td>50</td>
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<td><strong>Course Total:</strong></td>
<td></td>
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<td><strong>1000 points</strong></td>
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**Grade Scale:** Your points will be translated into percentages; your final grade will be calculated according to the following percentage scale:

- 1000-930 A
- 929-870 AB
- 869-830 B
- 829-770 BC
- 769-730 C
- 729-670 CD
- 669-600 D
- 599-below F

**Note about Incompletes:** The mark of 'I' is inappropriate if, in the instructor’s judgment, it will be necessary for the student regularly to attend subsequent sessions of the class. I will give an Incomplete only in cases of extreme emergency.

After reviewing the grade breakdown above, students should choose an overall grade goal that illustrates the effort he or she plans to put into all his or her assignments. I am an instructor with high expectations. If you intend to earn an “A” in this class, expect to work hard. I encourage you to ask questions about each assignment and bring in drafts of papers to ensure you meet expectations.

If you wish to discuss a grade on any assignment or presentation, you must wait 24 hours after I return the critique AND come to my office to discuss your concern. This time will allow us to process any relevant information and prepare for our discussion. If you approach me in class with a concern I will refer you to my office hour and
UNIVERSITY POLICY

Discrimination: Michigan Tech complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. If you have a disability and need a reasonable accommodation for equal access to education or services at Michigan Tech, please call the Dean of Students Office, at 487-2212. For other concerns about discrimination, you may contact your advisor, department head or the Affirmative Action Office, at 487-3310

Academic Dishonesty:
Cheating: All written work submitted for a grade in this course must be the product of your own composition. Ideas generated due to reading and group discussion may provide the inspiration for your work, but should not be the sole ideas represented. With collaborative projects, of course, ideas should be representative of the group's work.

Plagiarism: The act of presenting as your own work another individual's ideas, words, data, or research material is plagiarism. The concept applies equally to written, spoken, or electronic texts, published or unpublished. All ideas and quotations that you borrow from any source must be acknowledged: at a minimum, you should give the name of your author, the title of the text cited, and the page number(s) of the citation. The only exceptions to this requirement would involve what is familiar and commonly held (e.g. the fact that the earth is round). You should know that penalties for plagiarism are severe and can entail suspension from the University. Students are responsible for reading and understanding the University policy on Cheating and Plagiarism set forth in Michigan Technological University at http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html.

Respect: Insults, slurs, or attacks of any kind will not be allowed in my class. Any student who engages in this type of behavior in the classroom will be permanently removed from the class. In other words, forced to drop the course, in addition to other possible punishment given by Michigan Technological University (See the Michigan Technological University Community Code of Conduct Available at http://www.sa.mtu.edu/dean/judicial/policies/code/conduct9.html). In order to have an effective teaching and learning environment we must practice both respect and tolerance, without question.

RESOURCES

The Writing Center: The MTU Writing Center (Walker Arts & Humanities Room 107) is a superb resource. The staff is willing to help no matter what stage you're at in your paper, from brainstorming to putting on the final touches. Since writing a good paper entails having other people looking at it and giving you feedback, visits to the Writing Center are highly recommended. See http://www.hu.mtu.edu/wc/ for more information.

Library Website: http://www.lib.mtu.edu/
Grade Scale for HU2650

A: An "A" indicates work of exceptional quality. "A" work addresses the assignment thoroughly, appropriately, and insightfully. It demonstrates a strong understanding of the rhetorical context for webdesign; is sophisticated in content, purpose, and audience; makes effective use of hierarchy, structure, and navigation; and follows the specification conventions required for webdesign.

B: A "B" indicates work of above average quality. "B" work exceeds baseline expectations and addresses the assignment thoroughly and appropriately. It is clearly focused; demonstrates a sound understanding of rhetorical context; is solid in content, purpose, and audience; uses hierarchy, structure, and navigation appropriately; and follows the specification conventions required for webdesign.

C: A "C" indicates satisfactory completion of the assignment requirements. "C" work meets baseline expectations but may need some revision to successfully meet the goals of the assignment. It may require an identifiable focus; a clearer understanding of the rhetorical context for webdesign; or some strengthening of content, purpose, and audience. It may also need improvement in using hierarchy, structure, and navigation appropriately; and follows the specification conventions required for webdesign.

D: A "D" indicates unsatisfactory but passing work. "D" work lacks the strength necessary to successfully complete the project. That may include failure to address the assignment; unclear focus or purpose; confusion with content, structure, or form; or numerous errors in hierarchy, structure, navigation, and in usage of important webdesign conventions.

F: An "F" indicates failing work, or work that does not meet the expectations expressed above. Although not the only reason, not coming to class or completing the required assignments is frequently the reason for failure.