HU3650: Introduction to Webdesign
Spring 2012
T, Th 9:35-10:50am
Walker Arts and Humanities-134
Course website: http://www.hu.mtu.edu/~wkzander/hu3650/sp12/

CONTACT INFORMATION
Assistant Professor: Wendy K. Z. Anderson
Office: 326 Walker Arts and Humanities Center
Phone: 487.3240
Email: wkzander@mtu.edu (this is the best way to reach me)
Office Hours: 9AM – 12PM Friday or by appointment

Teaching Assistant: John Sherrill
Office: Elevator room, 3rd Floor Walker
Email: jsherri@mtu.edu
Office Hours: 2-3 PM Friday or by appointment

COURSE INFORMATION
Required Texts and Materials:
1. 2 gig Flashdrive brought to every course.
2. Course Readings and Syllabus on Blackboard and Course Blog.
3. Dreamweaver (CS5)
4. Adobe Dreamweaver CS5 Digital Classroom (Osborn and the AGI Creative Team)

Course Calendar: http://www.hu.mtu.edu/drupal/wkzander/hu3650/sp11/?q=node/10
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 web design tools and software: HTML, Dreamweaver

CLASS EXPECTATIONS AND GRADING
Attendance: Attendance is expected and 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 (reading is not complete and physical reading is not
in class). If you cannot make class contact me ahead of time AND connect with a peer to get up to speed on
what will be/was covered in class.
You are required to sign in when you attend class. You may miss three sessions without penalty. For every class after the first three, I will lower your final grade by fifty points. Seven absences constitute automatic failure of the course.

Class participation: 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 to 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.

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 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) or online documentation format (in-text hyperlinks, embedded images, etc.). 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 post a weblog entry for each reading assigned in class, whether or not you choose to attend the in-class session. 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. Blog posts should be responses to the readings and/or discussions.

In terms of major assignments, you will be required to complete a Rhetorical Website Analysis, Personal Webpage, Organizational Website, 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.

Assignment Number Point Allocation Total points per category
Blog Posts 1-2 per week 20 total 200
Rhetorical Analysis 1 100 100
Personal Webpage 1 100 100
Organizational Website 1 200 200
Portfolio Website 1 100 100
Activities 1 100 100
Peer Critique 2 25 50
Lab Days 10 10 100
Miscellaneous Points 50 50
Course Total: 1000 points

Grade Scale: Your points will be translated into percentages: your final grade will be calculated according to the following percentage scale:
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.

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 appointment times. Also, according to the Family Education Right to Privacy Act (FERPA) any student’s grade will not be discussed with anyone other than the individual student (including family members).

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.

MTU Disability Services: http://www.admin.mtu.edu/urel/studenthandbook/student_services.html#disa...
MTU Affirmative Action: http://www.admin.mtu.edu/aa0/

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: 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_integ...;

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 MTU Community Code of Conduct at http://www.sa.mtu.edu/dean/judicial/policies/code/conduct9.html).

MTU’s Academic Integrity: http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integ...

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/
Online Documentation Websites: http://owl.english.purdue.edu/