

MASSCOMM 320

Multimedia in Mass Communications II

Spring 2016 – 3 credits – McCormick 1146 – TuTh 8:00 a.m. to 9:15 a.m.

Instructor: Dennis Owen Frohlich, Ph.D.
Website: DennisFrohlich.com
Office: McCormick Center #1210B
Phone: 570-389-4889
Email: dfrohlic@bloomu.edu

Office Hours

Tuesday: 1:45 to 3:15 p.m.
Wednesday: 1:00 to 3:00 p.m.
Thursday: 1:45 to 3:15 p.m.

If these times do not work, please email me three (3) possible times that work better for you.

Catalog Description

Provides an in-depth look at advanced multimedia topics in Mass Communications. This course will focus expansively on the design, development, implementation and evaluation of a large-scale multimedia project. The emphasis will be on designing for interactivity while applying fundamental design concepts pertaining to color, sound, text/typography, and animation.

Required Texts and Readings

Garrett, J. J. (2010). *The elements of user experience: User-centered design for the web and beyond, second edition.*

Halvorson, K., & Rach, M. (2012). *Content strategy for the web, second edition.*

Wroblewski, L. (2011). *Mobile first.* The e-book version is half the cost of the print version, and is available online here: <http://abookapart.com/products/mobile-first>

(Optional) Castro, E., & Hyslop, B. (2014). *HTML5 and CSS3 Visual QuickStart Guide, eighth edition.*

You can find many HTML and CSS references online, and some of these will be included in the modules. But for those who prefer a book, the Castro and Hyslop book is one of the best and easiest to understand.

Note: If you get any web design book, make sure you get the MOST RECENT EDITION possible. HTML and CSS code frequently changes, as do the best practices for how to implement it. Even a book three years old might be out of date already.

There will also be online readings from time to time. These readings will be linked in the course schedule included at the end of the syllabus.

Required Materials

The major project this semester will be a team-constructed professional website. You will build this website in a group of 2-3 students, and when the semester is over, it is up to your team to decide what to do with your website: it's entirely yours! Your team will be required to purchase web hosting and a domain name for this project. Details will be provided in class.

Domain names typically cost \$10-12 per year, and hosting can range from \$5-10 per month. You only need hosting for the duration of the semester (the minimum you'll be able to purchase from many hosting companies is probably 3 months of hosting), though web hosting companies often give you discounts if you purchase more months of hosting. It will be up to your team to decide what to purchase and how to pay for it.

You will also need some way to store your website files, such as through a USB device or online file storage website.

Prerequisites

MASSCOMM 220 is a prerequisite for taking this course. You should already have some understanding of HTML, CSS, FTP, WordPress, editing images for the web, and using social media. If it has been some time since you've designed websites, please review your notes or textbooks from previous semesters. I have high expectations for you this semester; I want to minimize the use of class time for concepts you should already know.

Course Objectives

After successful completion of this course, students will be able to:

- Demonstrate a broad overview of multimedia production in general and its related vocabulary.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Apply theories in the use and presentation of images and information.
- Demonstrate a broad overview of multimedia production techniques and requirements.
- Apply tools and technologies appropriate for the communication professions in which they want to pursue.

Class Meetings

Class will meet twice times a week in McCormick, room 1146. Some of the readings for that week will be discussed in lecture, but not every part of the reading will be discussed. You are still responsible for completing your readings, even if we don't have time to discuss them. Class sessions will include lecture, discussions, hands-on activities, and student presentations. You are expected to attend class and to participate.

The majority of the course will be spent working on a team website project. Class time will be divided between lectures, labs, and group work time.

Lectures slides will be available on BOLT after class concludes. During class, do not focus on trying to write down everything that's on the slides: you can get this information after class. Instead, take notes on what's NOT mentioned on the slides, such as discussions we have, questions that other students ask, videos, or other media presented during the lecture.

Assignments

Your grade will be based on a combination of individual and group work. All members of the group will receive the same grade for each assignment unless the instructor was notified according to the procedure listed later in the syllabus.

Individual work

Attendance:	100 points
HTML Practice Assignment 1:	40 points
HTML Practice Assignment 2:	40 points
<u>Final Exam:</u>	<u>250 points</u>
Total:	430 points

Group work

Development Schedule:	25 points
Wireframes and Sitemap:	45 points
Website Template:	50 points
Group Teaching Lab:	50 points
Site Launch:	125 points
Strategic Content Plan:	25 points
Content Package 1:	50 points
Content Package 2:	50 points
Content Package 3:	50 points
Content Package 4:	50 points
<u>Final Presentations:</u>	<u>50 points</u>
Total:	570 points

Grading

Grades are calculated by totaling all points from graded work. Grading will be based on the following scale:

A	920-1,000
A-	900-919
B+	880-899

B	820-879
B-	800-819
C+	780-799
C	720-779
C-	700-719
D+	680-699
D	600-679
F	0-599

The grading scale is non-negotiable. A final grade of 879, for instance, is a B. All grades are final unless questions about grades are addressed in writing within **2 weeks** after the grade is posted. If you have concerns about your grades check with me *sooner* in the semester rather than *later*.

The reason I do not round up grades is to remain fair for all students. If I round up a grade for a student who is one point below the cut-off, what do I do for the student who is 2 points below the cut-off? Three points? Five? At some point, there has to be a cut-off to ensure fairness.

Course Difficulty

For many of you, this will be **your most difficult class this semester**. I expect you to have a working knowledge of HTML and CSS. Some students will have just taken MASSCOMM 220 last semester; others took the class several semesters ago. We will spend some time in the beginning of the semester reviewing key coding concepts. I encourage you to look back at your notes and textbooks from the previous course to make sure you are up to speed.

You will spend many hours on this course. This course will likely take more time than you anticipate. The most successful students are those that **take initiative and responsibility for their learning**, and seek out knowledge and skills beyond what I cover in class. The world of web design is constantly evolving, and the skills you learn in class will someday be outdated. To be a successful mass communicator, then, **you must learn to teach yourself how to use technology**.

Attendance

Because discussion and group work are major components of the class, attendance is required. If you leave class early without speaking to me, or arrive late, that does not count as attendance. Attendance will be taken via a sign-in sheet. If you miss the sign-in sheet as it is passed around, it is your responsibility to sign in before you leave.

Attendance will be taken 20 times throughout the semester, worth 5 points each time it is taken. You are allowed **2 unexcused absences** during the semester. If you miss class due to illness, school activities, military service, or other university-approved reasons, please email me before class time, if possible, so that I don't mark you absent.

Group Project: Local Interest Website

Throughout the semester, you will be working in groups of 3-4 on a website. This is a large web development project that requires a team to successfully pull off. In the professional world, websites are often designed and maintained by a group of people. This class will give you applicable experience in working in a team to accomplish a large web project. Your team will see this website from initial creation through launch and then a month of maintenance. The assignments are flexible, so you have a lot of freedom in how you execute the project.

So what kind of website will you design? For lack of a better title, you will be designing a Local Interest website. And what exactly is a local interest website? It can really be anything you want it to be, but it's a website about some topic or phenomenon of interest to the BU, Bloomsburg, or Pennsylvania community. This is **not** a website for a business, non-profit, government agency, club, church, interest group, or personality.

Instead, choose a topic that, a) the members of your team are interested in; b) you think people of the BU or Bloomsburg communities would be interested in; c) and that is multifaceted enough that you'll have plenty of ideas for content creation. If your team really doesn't want to make a website associated with anything BU- or Bloomsburg-related, that's fine. If your team wants to make a website about some other topic of interest, I'll hear your proposal.

Once you settle on a topic, your team will go through the six stages of web development, which we'll talk about in class and through your readings. All of your work for the Local Interest website will be turned in and graded as a group.

Assignment Descriptions

The following are brief descriptions of your assignments this semester. More detailed directions will be given in class. Grading rubrics can be found on BOLT so you understand what I am looking for.

Development Schedule (25 points)

To complete a large project, you'll need a schedule. A schedule not only helps you make progress each week, but also keeps each team member accountable for what their job is. For this assignment, create a web development schedule for the entire semester. This document will be a work in progress.

HTML Practice Assignments 1-2 (40 points each; 80 total)

For these assignments, you will modify HTML and CSS files provided to you in class, reinforcing concepts you learn in lab. A complete list of requirements will be provided before each assignment.

Wireframes and Sitemap (45 points)

Before you begin serious coding work on your website, you need a plan. You will construct wireframes and a sitemap for your group website. These documents will assist you once you start developing your website.

Website Template (50 points)

Before you code your entire site, you will create a template for one page of the site. The design of your site should be finalized as much as possible. It will be much easier to create the rest of your web pages with a completed template.

Group Teaching Lab (50 points)

Your group is tasked with teaching the rest of the class something new related to coding and web design. Learning how to teach yourself, and others, new web design techniques are invaluable skills you will use in the future.

Site Launch (125 points)

After all your prep work, it's time to launch the website! Your website will be publicly viewable and linked to a domain name. Complete details for what the launch should include are found on BOLT under Content, Assignment Guidelines.

Strategic Content Plan (25 points)

After the website is launched, you will maintain it for four weeks. The strategic content plan is an estimate of what new content you will add to the website during these four weeks.

Content Packages 1-4 (50 points each; 200 points total)

Each week after the website launch, you will add more content to your website and associated social media accounts. New content will help you expand your website and increase your audience.

Final Presentation (50 points)

On the last day of class, you will evaluate the success of your website. Your group will give a professional presentation to the class about your website's successes and challenges, and tell us what the future of the website is.

Final Exam (250 points)

The final exam is a way to evaluate each student individually on what they've learned about web design throughout the semester. The exam will be a series of essay questions about applying what you've learned to a hypothetical web design scenario.

Late Work

Please read the syllabus carefully to know how to turn in assignments and when they are due. When submitting assignments electronically, you will have a 10-minute grace period to account

for possible issues when uploading your assignment, after which time the assignment will be considered late. Please do not wait until the last minute to submit assignments.

Assignments turned in late will receive a 25% penalty. Late work will **only** be accepted for **24 hours** after the due date. Work turned in later than 24 hours will not be accepted. If you are going to miss class or a due date, please notify me **BEFORE THE DUE DATE** if at all possible. If you have an excused absence, I will still accept your assignment.

Group Grievance Policy

Students often get nervous about group work, largely for two reasons: they hate relying on other people for assignments, and they worry about a lazy group member dragging down the entire project. To the first concern: many people work as part of a team, and even self-employed individuals have to rely on other people for at least some of their work. While conflicts can arise within teams, successful teams can accomplish feats much larger than any individual is capable of. In the span of a semester, the website you are capable of creating is rather limited. But in a group, you'll complete a website far more robust than anything you've created in your classes thus far.

To the second concern, I do sympathize. Most everybody has had a bad experience working in a group before. For the most part, on each group assignment everybody will receive the same grade. However, periodically throughout the semester you will be asked to **evaluate** the contributions of your team on each assignment. If it is clear that one team member was not pulling their weight, or one team member went above and beyond the rest of the team, grades for those assignments may be adjusted to reflect each group member's contributions.

Finally, if there is a severe problem with your team that needs addressing immediately, please let me know or speak to me during office hours and we can try to find a solution for your conflict.

Academic Honesty

All work completed for this course must respect the intellectual property of others. When using somebody else's copyrighted material, whether words, images, media, or ideas, proper credit must be given. If direct quotations are used, they must be enclosed in quotation marks and properly cited. If copyrighted material is used indirectly, it must still be properly cited!

If in doubt, include a citation. If you have any questions at all, ask your instructor *before* the assignment is submitted. *Ignorance of what constitutes plagiarism is not an excuse!*

The academic community is operated on the basis of honesty, integrity, and fair play. Bloomsburg's PRP 3512: Academic Integrity Policy applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, either determined by the instructor or the Provost, depending on the seriousness of the offense. Informational resources

about academic honesty for students can be found at http://www.bloomu.edu/policies_procedures/3512

Special Notes Concerning Plagiarism on the Web

Stealing another person's content is easy on the web. I'm positive that nearly all of us have at some point downloaded pirated music, watched movies or television shows uploaded illegally to foreign websites, or found other ways of getting free stuff online that normally should be paid for. Whatever you do outside of class is your own business, but when it comes to turning in work, I strongly expect you to credit anything you get from somebody else.

If you get an image or clip art from another website, you must have permission and give credit. If you get audio or video from another website, you must give credit. Over the course of this semester, you'll likely find many websites that provide tutorials on how to design websites, or tutorials on how to do something cool on your website. Even if you borrow code from another website, you must still provide credit.

Just because it is easy to steal somebody's content doesn't mean it is ethical. Internet behavior is dictated more by developing cultural norms than by law. You can right click on any image or multimedia and click "Save Target As" to download that image. You can also right click on any webpage and click "View Source Code" to get the HTML code for that page. The web was built (and is still being built) through a culture of collaboration and open sourcing. Many people even want you to use their code and templates in your own websites. But most of them also expect credit to be given where credit is due.

We will be discussing ethical issues like this later in the semester, but if you have any doubt, ask your instructor.

How to Give Credit to Others

Designing websites is not like writing an academic paper: there are far fewer rules, and you have much more freedom in how you present your content. Many students have asked over the years how to give credit on their websites. While there's no right or best answer, below are some of the ways students give credit to others whenever they borrow or reference their work:

- Provide a simple text link back to the website.
- Leave a comment in your HTML or CSS code acknowledging where the code came from (you will be shown how to do this).
- Include a reference page on your website that lists where everything came from.
- Include a reference section at the bottom of every single webpage, perhaps in smaller print, telling people where your information comes from.

There are likely many more ways to give credit to others. I take plagiarism very seriously, and students from previous semesters have been known to fail a project or the course for plagiarizing another's work.

Special Needs

Any students eligible for classroom accommodations are invited to meet with Dr. Frohlich to discuss their concerns and to present their disclosure forms from the Students with Disabilities Center.

Our university provides reasonable accommodations to students who have documented disabilities. If you have a documented disability that requires academic accommodations and are not registered with the Students with Disabilities Center, please contact this office in the Warren Student Services Center, Room 043 as soon as possible to establish your eligibility.

Students with Disabilities Center

<http://www.bloomu.edu/disabilities>

Warren Student Services Center, Room 043

Phone: 570-389-4491

If you become sick during the course of the semester, or have some major personal crisis going on, please let me know as soon as possible so I can help you work around it. When I was an undergraduate, I was very sick one semester and missed a lot of classes, but my professors were willing to work with me. I'm sensitive to these issues and want to work with you, but if you do not tell me there's a problem I cannot help you.

Course Schedule

The current version of the course syllabus will be uploaded to BOLT with the revision date included in the file name

Week	Date	Topics
1	<p>Tuesday, January 19</p> <p>Thursday, January 21</p>	<p>January 19: CLASS BEGINS</p> <p>Topics</p> <ul style="list-style-type: none"> • Course Introduction • Project Overview • The Web Design Process <p>Read</p> <ul style="list-style-type: none"> • Garrett, Chapters 1-2 • 6 phases of the website design and development process <p>Assignments</p> <p>No assignment.</p>
2	<p>Tuesday, January 26</p> <p>Thursday, January 28</p>	<p>January 26: ADD/DROP ENDS</p> <p>Topics</p> <ul style="list-style-type: none"> • HTML and CSS Review • Make contact with group members; exchange contact information; make preliminary plans for the semester. <p>Read</p> <ul style="list-style-type: none"> • Garrett, Chapters 3-4 <p>Resources</p> <ul style="list-style-type: none"> • HTML Element Reference • HTML Attribute Reference • CSS Reference • HTML Color Codes • HTML Validator • CSS Validator <p>Assignments</p> <p>No assignment.</p>

<p>3</p>	<p>Tuesday, February 2</p> <p>Thursday, February 4</p>	<p>Topics</p> <ul style="list-style-type: none"> • Mobile First Design Philosophy • Managing a Web Project <p>Read</p> <ul style="list-style-type: none"> • Wroblewski, entire book <p>Assignments</p> <ul style="list-style-type: none"> • Development Schedule submitted to BOLT. DUE Sunday, February 7 at 11:55 p.m.
<p>4</p>	<p>Tuesday, February 9</p> <p>Thursday, February 11</p>	<p>Topics</p> <ul style="list-style-type: none"> • Audience Analysis • Wireframes, Mockups, and Sitemaps <p>Read</p> <ul style="list-style-type: none"> • Garrett, Chapter 5-6 • Ultimate guide to website wireframing • Responsive design with mockups • Why you should build a sitemap before designing your site <p>Assignments</p> <ul style="list-style-type: none"> • HTML Practice Assignment 1 submitted to BOLT. DUE Sunday, February 14 at 11:55 p.m.
<p>5</p>	<p>Tuesday, February 16</p> <p>Thursday, February 18</p>	<p>Topics</p> <ul style="list-style-type: none"> • Responsive Web Design <p>Read</p> <ul style="list-style-type: none"> • Responsive web design <p>Assignments</p> <ul style="list-style-type: none"> • Wireframes and Sitemap submitted to BOLT. DUE Sunday, February 21 at 11:55 p.m.
<p>6</p>	<p>Tuesday, February 23</p> <p>Thursday, February 25</p>	<p>Topics</p> <ul style="list-style-type: none"> • Introduction to JavaScript <p>Read</p> <ul style="list-style-type: none"> • Personality in design • Designing fun <p>Assignments</p> <p>No assignment.</p>

7	<p>Tuesday, March 1</p> <p>Thursday, March 3</p>	<p>Topics</p> <ul style="list-style-type: none"> • Advanced Web Design Techniques <p>Resources</p> <p>To be added.</p> <p>Assignments</p> <ul style="list-style-type: none"> • HTML Practice Assignment 2 submitted to BOLT. DUE Friday, March 4 at 11:55 p.m.
SPRING BREAK WEEK: March 7-11. NO ASSIGNMENTS!		
9	<p>Tuesday, March 15</p> <p>Thursday, March 17</p>	<p>Topics</p> <ul style="list-style-type: none"> • UX Design <p>Read</p> <ul style="list-style-type: none"> • Garrett, Chapters 7-8 <p>Assignments</p> <ul style="list-style-type: none"> • Website Template submitted to BOLT. DUE Friday, March 18 at 11:55 p.m. • Group Teaching Lab Plan submitted to BOLT. DUE Sunday, March 20 at 11:55 p.m.
10	<p>Tuesday, March 22</p> <p>Thursday, March 24</p>	<p>Topics</p> <ul style="list-style-type: none"> • Group Teaching Labs <p>Read</p> <ul style="list-style-type: none"> • Halvorson & Rach, Chapters 1-2 <p>Assignments</p> <ul style="list-style-type: none"> • Group Teaching Labs will be conducted during class on Tuesday and Thursday, according to the time your group signed up. • Group Evaluation 1 (optional) submitted to BOLT. DUE Sunday, March 27 at 11:55 p.m.
April 1: LAST DAY TO WITHDRAW FROM CLASSES		
11	<p>Tuesday, March 29</p> <p>Thursday, March 31</p> <p>Friday, April 1</p>	<p>Topics</p> <ul style="list-style-type: none"> • Web Analytics and SEO • Content Strategy <p>Read</p> <ul style="list-style-type: none"> • Halvorson & Rach, Chapters 3-4 <p>Assignments</p> <ul style="list-style-type: none"> • Website Launch. Link submitted to BOLT. DUE Sunday, April 3 at 11:55 p.m. • Strategic Content Plan submitted to BOLT. DUE Sunday, April 3 at 11:55 p.m.

<p>12</p>	<p>Tuesday, April 5 Thursday, April 7</p>	<p>Topics</p> <ul style="list-style-type: none"> • Content Strategy continued <p>Read</p> <ul style="list-style-type: none"> • Halvorson & Rach, Chapters 5-6 <p>Assignments</p> <ul style="list-style-type: none"> • Content Package 1 completed by Sunday, April 10 at 11:55 p.m. Submit summary to BOLT.
<p>13</p>	<p>Tuesday, April 12 Thursday, April 14</p>	<p>Topics</p> <ul style="list-style-type: none"> • Using Social Media to Generate Buzz for Your Website <p>Read</p> <ul style="list-style-type: none"> • Halvorson & Rach, Chapters 7-8 <p>Assignments</p> <ul style="list-style-type: none"> • Content Package 2 completed by Sunday, April 17 at 11:55 p.m. Submit summary to BOLT.
<p>14</p>	<p>Tuesday, April 19 Thursday, April 21</p>	<p>Topics</p> <ul style="list-style-type: none"> • Website Case Studies <p>Read</p> <ul style="list-style-type: none"> • Halvorson & Rach, Chapters 9-10 <p>Assignments</p> <p>Content Package 3 completed by Sunday, April 24 at 11:55 p.m. Submit summary to BOLT.</p>
<p>15</p>	<p>Tuesday, April 26 Thursday, April 28</p>	<p>Topics</p> <ul style="list-style-type: none"> • Course Wrap-Up • Final Presentations <p>Read</p> <ul style="list-style-type: none"> • Halvorson & Rach, Chapters 11-12 <p>Assignments</p> <ul style="list-style-type: none"> • Final Presentations will be conducted during class on Thursday, April 28. • Content Package 4 completed by Sunday, May 1 at 11:55 p.m. Submit summary to BOLT. • Group Evaluation 2 (optional) submitted to BOLT. DUE Sunday, May 1 at 11:55 p.m.

<p>16</p>	<p>Monday, May 2</p> <p>Tuesday, May 3</p>	<p>May 2: LAST DAY OF CLASS</p> <p>May 3-6: FINALS WEEK</p> <p>The final will be held in our normal classroom.</p> <p>Final:</p> <ul style="list-style-type: none"> • Tuesday, May 3 from 8:00 a.m. to 10:00 a.m.
<p>17</p>	<p>Friday, May 13</p>	<p>May 13: GRADES AVAILABLE TO VIEW ON MyHusky</p>