

COMM 2308 – Web Page Design  
Tuesday/Thursday 11:00am-12:15pm  
Brisco Administration Building (BAB) 302



## Contact Information

Instructor: Dominique Sanchez  
Email: [dvargas@sulross.edu](mailto:dvargas@sulross.edu)  
Phone: 432.837.8019  
Office: Fine Arts Building 202  
Office Hours: Monday through Thursday 1:30-3:00pm, or by appointment

*Expected Lab Hours for BAB 302*  
*Monday – Thursday, 8:00am-9:00pm*  
*Friday 8:00am-6:00pm*  
*Saturday 10:00am-6:00pm*

## Required Textbook and Materials

- Maivald, James J. (2014). *Adobe Dreamweaver CC Classroom in a Book*. ISBN 13: 978-0133924404, ISBN 10: 0133924408
- 4GB (at least) jump/flash drive

## Course Description and Learning Objectives

This course will teach you the basics of HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets) to organize and style information for the Web. Basic design and informational organization skills will be developed as we work through the semester. You will better understand how to organize and present information for clarity and ease of consumption. You will also gain a basic understanding of Adobe Dreamweaver to build websites. All the skills you learn will be put to use for a final website project.

## Course Objectives

Upon completion of this course, you will be able

- To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation
- To understand the importance of specifying audience and purpose
- To understand and appropriately apply modes of expression in written, visual, and oral communication
- To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding. Students will be able to recognize different types of groups; identify and apply steps in the small-group decision making process; and utilize skills necessary for effective and ethical group communication.
- To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument
- To develop the ability to research and write a documented oral presentation

## **Program Learning Outcomes**

This course is designed to meet one or more of the program learning outcomes applied to all Communication majors.

The graduating student will demonstrate:

1. competency for appropriate oral communication in public presentations
2. competency for appropriate use of presentation software – specifically Power Point
3. the ability to analyze arguments including identification of the major elements of the argument, such as claims, warrants, data and backing
4. competency in appropriate discipline specific written communication
5. the ability to apply communication theory to the analysis of communication situations
6. competency in the use of media technology including video, audio, and web technologies
7. general knowledge of communication concepts and terminology

## **Class Attendance and Expectations**

Attendance is required. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) prior to the absence. If you must miss a class for an emergency or illness, please contact me by email or phone as soon as possible. Excessive absences may result in you being dropped from the course with a grade of "W" or "F" as per Sul Ross State University policy. Arriving to class on time is also essential - arriving late more than two times will be counted as one absence.

Cell phones must be turned on silent during class, and it is to be put away unless there is an emergency. You are expected not to use social-networking websites, instant messaging, or to check personal emails during class. Headphones and ear buds are allowable ONLY when you are working independently on a lesson and/or project, but not when the professor or a fellow student is speaking. Doing any of these will drastically drop your participation grade.

Late work will not be accepted, without prior discussion and approval.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in the University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

## Grades

This semester you will be able to obtain up to 1000 points, based on the allocations below. All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

|                                 |            |  |
|---------------------------------|------------|--|
| Participation                   | 200        | <i>(Attendance, In Class &amp; Homework Exercises)</i> |
| Lessons                         | 300        | <i>(From Textbook)</i>                                 |
| Web Critiques                   | 100        | <i>(Two Individual Critiques)</i>                      |
| Interview Project               | 100        | <i>(Local Business Website Discussion)</i>             |
| Final                           | <u>300</u> | <i>(Website)</i>                                       |
| Total Semester Points Available | 1000       |  |

900-1000 = A

800-899 = B

700-799 = C

600-699 = D

0-599 = F

## ADA

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M.Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203. Email: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu).

## **Basic Course Schedule**

(Subject to change at any time during the semester)

Tuesday, January 20

Syllabus, Introductions, Final Project in Brief, Web Discussion

Thursday, January 22

Web Discussion Continued

Dreamweaver Introduction

Tuesday, January 27

Lesson 1 – Customizing Your Workspace

Webpage Critique #1

Thursday, January 29

Lesson 2 – HTML Basics

Tuesday, February 3

Webpage Critique #1 Due

Lesson 3 – CSS Basics

Thursday, February 5

Lesson 3 – CSS Basics (Continued if necessary)

Tuesday, February 10

Lesson 4 – Web Design Basics

Thursday, February 12

Lesson 5 – Creating a Page Layout

Tuesday, February 17

Lesson 5 – Creating a Page Layout Continued

Thursday, February 19

Lesson 5 – Creating a Page Layout (Continued if Necessary)

Lesson 6 – Designing for Mobile Devices

Tuesday, February 24

Lesson 7 – Working with Templates

Interview Project

Thursday, February 26

Lesson 8 – Working with Text, Lists, and Tables

Tuesday, March 3

Lesson 8 – Working with Text, Lists, and Tables Continued

Thursday, March 5  
Lesson 8 – Working with Text, Lists, Tables (Continued if necessary)

Tuesday, March 10  
Interview Project Due  
Lesson 9 – Working with Images

Thursday, March 12  
Lesson 9 – Working with Images (Continued if Necessary)

Monday, March 16 through Friday, March 20  
Spring Break – No Classes

Tuesday, March 24  
Lesson 10 – Working with Navigation

Thursday, March 26  
Lesson 10 – Working with Navigation Continued

Tuesday, March 31  
Lesson 11 – Adding Interactivity  
Webpage Critique #2

Thursday, April 2  
Lesson 11 – Adding Interactivity (Continued if Necessary)  
Final Project Discussion

Tuesday, April 7  
Webpage Critique #2 Due with Presentation

Thursday, April 9  
Lesson 12 – Working with Web Animation and Video

Tuesday, April 14  
Lesson 13 – Publishing to the Web

Thursday, April 16  
Lessons Review  
Final Project Discussion

Tuesday, April 21  
Web Writing and Content Exercises

Thursday, April 23  
Web Writing and Content Exercises

Tuesday, April 28  
Web Writing and Content Exercises

Thursday, April 30  
Webpage Workday

Tuesday, May 5  
Webpage Workday

Tuesday, May 12  
10:15am – Webpage Final Presentation

## Spring 2015 – Final Exam Schedule

*Final examinations in Laboratory and Physical Education activity courses will be given during the last class period of the semester. For times not listed, consult with your instructor.*

### For Classes Meeting on:

### Exam Date and Time will be:

#### Monday/Wednesday/Friday

#### Monday, May 11

8 a.m.

8 a.m.

10 a.m.

10:15 a.m.

1 p.m.

12:30 p.m.

3 p.m., 3:30 p.m.

3 p.m.

Monday Night Classes

6 p.m.

#### Tuesday/Thursday

#### Tuesday, May 12

9:30 a.m.

8 a.m.

11 a.m.

10:15 a.m.

2 p.m.

12:30 p.m.

3:30 p.m., 4 p.m.

3 p.m.

Tuesday Night Classes

6 p.m.

#### Monday/Wednesday/Friday

#### Wednesday, May 13

9 a.m.

8 a.m.

11 a.m.

10:15 a.m.

12 p.m.

12:30 p.m.

2 p.m.

3 p.m.

Wednesday Night Classes

6 p.m.

#### Tuesday/Thursday

#### Thursday, May 14

8 a.m.

8 a.m.

12:30 p.m.

10:15 a.m.

1 p.m.

12:30 p.m.

Thursday Night Classes

6 p.m.