

CO 3713: Digital Communication**Class Meetings:****Section 02 MW 3:00 - 4:50 PM****Wendy Roussin, MFA****Office:** 37 McComas Hall
Office Hours: W Noon – 3 PM
or by appointment**Location:** 216 McComas Hall**email:** wroussin@comm.msstate.edu**REQUIRED TEXTBOOK** None**OTHER REFERENCES** Web Design in a Nutshell, A Desktop Quick Reference. Jennifer Niederst
Any HTML reference guides
Any up-to-date Dreamweaver or Flash manual
("Classroom in a Book" is a great series)**REQUIRED MATERIALS** Flash Drive or Portable Hard Drive
(You must have one of these for the class. It is essential to maintain a "local" and a "remote" version of all files used for the class.)**COURSE OBJECTIVES**

This course will introduce the student to the processes and methods of digital communication as found on the World Wide Web.

This course is intended to be an introduction to HTML coding and the design of websites using hand-coding along with Adobe Dreamweaver and other related programs in the Adobe Creative Suite. Technical, practical and aesthetic concerns will be part of the evaluation for the web based work created in this class and will be detailed on project handouts. Assignments and projects will range from simple coding and formatting, to tutorials, to the creation of live multipage websites.

CLASS EMAIL LISTS and WEBSITE

I will periodically send class related information via a class email list. Please check your email regularly. You can, via BANNER, forward email from your MSU account to an email address of your choice.

Class information such as PDF's of handouts and sample projects can be found at:

<http://co3713-02.comb.msstate.edu>

ATTENDANCE: CLASS & CRITIQUE TIMES

Attendance in class and during scheduled critiques is mandatory. If an absence is necessary, please try to contact me prior to the beginning of class. Each student may have up to 3 absences without penalty. Use them wisely. After 3 absences, the penalty will be 5 points off the final average for each successive absence, up to a total of 10 points. It is the student's responsibility to arrive on time for class and sign the roll sheet.

Outside of official University sanctioned events, there are no unexcused absences, except under extreme and unusual circumstances. If you wish for an absence to be excused, please bring a written explanation from an unbiased person of authority (doctor, lawyer, judge).

Certain class periods will be primarily "work" periods. If you come to class unprepared to work, you will be counted absent. "Work" days and "Open Lab" times require class attendance unless specifically indicated. Because of the important nature of critique, late arrival to class on critique days will not be tolerated and late assignments will not be accepted without a significant reason.

No food or drink is allowed in the classroom space.

The use of cell phones and/or text messaging in class is prohibited. Devices will be confiscated.

EVALUATION

The grading scale is as follows: 90-100 A, 80-89 B, 73-79 C, 66-72 D, Below 65 F

A grade of "A" would indicate consistently excellent work, a "B" would indicate above average work, and a "C" grade would indicate average work. Average should be defined as turning in the assignment or project on time and meeting all stated requirements. Above average and excellent grades are earned by exceeding the assignment or project specifications in a demonstrable way, generally by aesthetic concerns and technical skill. Grades of a "D" or "F" are earned by failing to meet deadlines and expectations for assigned coursework.

Exercises and Websites will be evaluated by a combination of technical, practical and aesthetic concerns that will be detailed on each project handout. Always check project and assignment handouts for specific information regarding formatting and the method in which it should be turned in for evaluation. Assignments and Projects turned in "on-time" are eligible to be reworked for a higher grade, subject to certain limitations and deadlines. Late work MAY be accepted with a penalty and an approved explanation.

Assignments will generally be turned in by postings to your MSU website. Always check project and assignment handouts for specific information on what is required for each assignment.

Due to the web-based nature of the class, specific letter grades will generally not be available for 'live' assignments, exercises, and 'sites' prior to the end of the term. Written and/or verbal 'progress reports' will be provided at regular intervals or by request throughout the course of the semester.

Site 1 – Client Site:

20-25%**

This site will be a multipage "client-based" site created with Adobe Dreamweaver CS5.

* 20% of final grade if a test is given, 25% of final grade if test is not given.

Site 2 – Character Site (FINAL):

30-35%**

This site will be a multipage site created with Adobe Dreamweaver CS5. You will be developing a fictional character and creating a website to suit their needs. This site cannot be reworked after the deadline.

* 30% of final grade if a test is given, 35% of final grade if test is not given.

This project will be due EITHER during the Final Exam Period or on the last scheduled day of class – Monday December 2. Final decision will be held via a class vote PRIOR to the Thanksgiving break.

Scheduled Exam Time: Monday December 9, 3-6 PM

Welcome Page / Exercises / Tutorials:

40%

A variety of small exercise based assignments and web-based tutorials (flash animations, creating a table, creating forms, working with images, text, etc...) will be given to aid in site development. These exercises will utilize both hand-coding and Dreamweaver CS5.

Tests:

0-10%*

If a test is given, it will cover basic HTML Coding and Dreamweaver CS5. There may also be unannounced pop quizzes. There will be one (1) retake allowed per test, if a test is offered.

* 10% of final grade if a test is given, 0% of final grade if test is not given.

STUDENTS WITH DISABILITIES

MSU, in compliance with the Americans with Disabilities Act of 1990, will make every reasonable accommodation for students with special learning needs, including hearing and visual impairment and diagnosed learning disabilities, as well as other classifications of disability specified in the Act. If you wish assistance under the provisions of the Americans with Disabilities Act of 1990, please contact me as soon as possible.

MSU HONOR CODE

Mississippi State University has an approved Honor Code that applies to all students. The code is as follows:

"As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do."

All work turned in for this class must be original, created for this class, and solely the creation of the student that turns in the work for a grade. If caught cheating you will receive an F in the course. Multiple offenses may lead to expulsion.

<http://www.honorcode.msstate.edu>