



WEB 265 Implementing Web Media

Syllabus – Subject To Change with Notice

Semester: Fall '09
Location: Foster 100
Section(s): WEB 265-01
Instructor: David Wolfe
Phone: 802-865-6416

AIM davidxwolfe

Office Location: Foster 200
Email: wolfe@champlain.edu

Course Description:

Web developers must be able to incorporate compelling visual statements in support of the information architecture within their sites. The use of graphics and multimedia is one of the defining features of the web experience. Web developers are responsible for implementing the work of programmers and graphics designers and must have knowledge of the tools and products in this collaborative medium.

This course will focus on the implementation of digital media to enhance web pages that are designed for a desired presentation effect. Students will learn to develop client-server media applications and use web scripting languages to control media within web pages. Software applications used to prepare web graphics, animated images, streaming audio and video, VRML and other current technologies will be covered in the course

At the conclusion of the course, students will be able to:

- Demonstrate familiarity and comfort with working in an all-digital online working environment
- Demonstrate professionalism by managing their time with regards to assignment deadlines
- Describe and install browser plug-ins
- Describe the common media file types and their appropriate uses and manipulate media using a variety of tools
- Describe the qualities of good web graphics
- Assemble and modify animated GIFs
- Describe the components of web audio and convert audio for use in web presentations.
- Describe the components of web video and convert video for use in web presentations
- Deliver streaming media services on web pages (audio and video)
- Describe current virtual reality and animation plug-ins

Required Textbooks

Digital Media Primer by Yue-Ling Wong © 2009 (0-13-223944-2) – This ISBN includes an active book component, access to which is required for this course. Access to the Active Book component can be found at <http://myphilip.pearsoncmg.com/phproducts/index.cfm?vbookid=748>

Course Prerequisites

WEB 125 – Web Development I or equivalent web development skills/experience

WEB 225 – Web Development II or equivalent web development skills/experience

Students are expected to have sufficient web development skills to create web pages using HTML, DHTML and XML. In addition, students should have experience managing a web site hosted on a remote server equivalent to the student server provided by Champlain College.

Relationship to Core Competencies:

Written Communication - Students will be required to write a web site proposal written as a component of their final project. These must be clear and coherent, unambiguous with a rational structure that is intelligible, focused, and logically integrated.

Students will be required to critique their own work as well as that of fellow students and be receptive to, respectful of, and able to respond effectively to questions and criticism about their ideas in online discussion for a.

Oral Communication - NA

Technology - Students will be able to communicate appropriately, effectively, and respectfully for class work and projects using various technologies including e-mail, an LMS and instant messaging.

In addition, this course focuses on technological skills that are not addressed by the College's Core Competencies and Outcomes.

Critical & Creative Thinking - Students will apply their understanding of media and graphics to make creative solutions and ideas that can be use to design and develop artistically effective web sites. This process will allow them to recognize when and how their existing methods, techniques and assumptions fail. Students will be required to recognize, analyze and evaluate arguments for the use of different design ideas and create well constructed arguments to rationalize the use of these in different applications Students will support and critique their designs by creating written or spoken arguments, that use well- supported premises and clearly framed conclusions.

Global Appreciation – International perspective will be included in the evaluation of web site design and usability. In addition, cross-cultural design elements will be evaluated.

Quantitative Literacy - Students will be required to understand and restate problems in their natural language and then use this understanding to manipulate the properties of media for best effect. Student will evaluate several alternative solutions as likely or unlikely before choosing the optimal solution to pursue. Students will use a variety of mathematic tools and techniques including whole and real numbers, fractions, decimals, percent,, arithmetic operators and basic algebra to manipulate, compress and decompress media for use in web sites.

Ethical Reasoning - Not specifically addressed in this course

Software

The software listed below is one set of applications that you may use to complete the work of this course. We will discuss options and you may use whatever tools you wish; however, the following are supported.

- Adobe Design CS3 Web Standard or its successor releases
- JASC Animation Shop.*
- Any HTML Editing Application..
- FireFox Browser with FireFTP installed.
- Adobe Audition (free for 30 days)*
- Windows Media Encoder

Web Development and Management Majors are required to acquire the latest Adobe Web Design Suite

* The labs for this course are designed to be used with the software listed above. Screen shots of these applications are included in the lab content pages; however, are not a substitute for web development skills. There may also be a lag between the software version in the lab worksheet any subsequent released software version. You may use another application as long as you are able to perform the tasks specified in the lab. For example, you will be required to convert WAV audio files to WMA (Windows Media) files, which can be accomplished using Adobe Audition or Audacity. This former is free as an evaluation for 30 days, the a latter Open Source. You can certainly complete the lab within the trial period for Audition; however, you will need to implement streaming audio for your final project.

Broadband access is required for this course. Student without regular (10 hours/week) access to a broadband high speed access should not enroll in this course.

You will need the latest version of common web browsers. FireFox is required and it is highly recommended that you also have the latest versions of Internet Explorer, Safari and Chrome web browsers. Throughout the course, you will be required to install media plug-ins.

Course and Assignment Schedule

Although the instructor may deem it appropriate to deviate from course schedule, the basic design of the course is shown in the course schedule (under separate cover). Assignment material will be posted no less than one week before the assignment is due. Students can expect that assignments will be returned (graded) no later than one week after the last date the assignment is accepted, usually a maximum of two weeks from the date the assignment is due for full points.

Description of work

Exercises are to be posted to a discussion forum of the Angel Learning Management System (LMS). In general, you will find web sites that show the use of a media type, provide a short description and your evaluation of the sites. In addition, you collect grade points for commenting on classmates sites online.

The exception is exercise #2, which is to be submitted as a Word Doc or RTF and posted to an assignment “drop box”.

Labs are critical to your success in this course. Plan to spend 2 - 5 hours on each lab. You are expected to be able to create web pages to display the results of your work. If you are not comfortable creating pages and posting them to the server, I would suggest seeking out remediation in advance of lab assignments.

Quizzes will consist of multiple choice and short answer questions. You must complete the work without assistance from anyone else. Your final quiz grade will be the average grades received on all quizzes.

Using cut and paste without attribution is an Academic Honesty Policy violation and will be treated as such. A direct copy from the online content is not acceptable, I expect the majority of every answer to be in your own words.

Project - The final project for this class consists of a web presentation that makes use of a minimum of four media types. One type must be streaming. Project documentation assignments will take you through the project planning and proposal process. Web site grading criteria are as follows:

A – Professional quality work that could be posted on a public server. All graphics must be easy to see. All media types must be clearly labeled and the site must be easy to navigate. The site should serve a specific purpose and be effective in relationship to that purpose. There should be a consistent design and look/feel.

B – All requirements of the project are met and the page(s) are complete and easy to read. The site should be easy to navigate. The site should serve a specific purpose and be effective in relationship to that purpose.

C - All requirements of the project are met but the page(s) are not part of a “presentation”. They do not serve a purpose and are difficult to navigate. If the project is B work but you do not meet the project requirements, you may get a C.

D – Not all of the project requirements are met and the page(s) have not design to them at all.

F – No project is turned in.

Champlain College Web Design
General Evaluation Criteria

Below 60 Points (F)	63 – 66 Points (D)	73 – 76 Points (C)	83 – 86 Points (B)	93+ Points (A)
Written Assignments				
No written assignments turned in or work plagiarized.	Written assignments do not address the task, i.e. no subject given or no users profiled.	Written assignments do not match. User profile is incorrect for topic selected.	Written assignments match but presentation does not meet standards for professional proposal. Some grammar and/or spelling errors	Written assignments appear as profession proposals in both content and format. No spelling or grammar errors
Media Selection				
No project turned in or work plagiarized.	Fewer than four media types presented or fewer than one streaming media type	Four media types presented and one streaming media type included	Four media types presented and one streaming media type included	Four media types presented and one streaming media type included
Developmental Process				
No project turned in or work plagiarized.	Final project does not match written assignments	Final project incorrectly addresses the needs of the target audience	Final project addresses the needs of the target audience but the project design is not a match for that audience.	Project development matches the needs of the target audience and project design is consistent with those needs and good design characteristics.
Writing Process (Web Page)				
No project turned in or work plagiarized.	Difficult to understand, spelling and other errors	Easy to understand; perfect spelling; one or two grammar or syntax problems	Same as Level 3 but no errors	Clear, concise, well-written online content
Web Page Creation Skill				
No project turned in or work plagiarized.	Media is presented with any design aspects	Media is presented in a disjointed way without context.	Presents media well but does not integrate media within the presentation.	Professional quality presentation with creative use of media and design elements.
Web Page Layout/Design				
Layout has no structure or organization	Text broken into paragraphs and/or sections	Heading label sections and create hierarchy; some consistency	Hierarchy closely follows meaning; heading and styles are consistent within pages; text images and links flow together; effectively.	Consistent format; effectively use linking Extends the information page-to-page; easy to read; attention to different browsers and their quirks
Navigation				
No project turned in or work plagiarized.	No navigational elements presented or navigational elements do not work.	Project is difficult to navigate.	Navigational elements are present but are not intuitive	Navigation strategy is extremely intuitive for designated users, path is clear, logical and customized on every page.

Participation

Not only is class participation one of the factors considered in student evaluation, but the sharing of thoughts, questions, and critical assessments provides an enrichment that no amount of solitary reading and study can give. Interact with other class members using the following tools:

Use e-mail to contact the instructor about personal matters or in situations where individual help is desired. **It is crucial that you include the course/section number in the subject of you email to filter them out of my general inbox.**

Learning about computers is a hands-on activity; however, you'll find that you can overcome problems more quickly when you ask for help. You can also learn a great deal by taking part in class discussions, so check the discussion area a few times each week.

Evaluation

Labs will be graded using the following criteria:

	On Time	Late
Successfully demonstrate implementation	90	80
Successfully demonstrate implementation and meet design criteria	100	90

On time work is worth 100 points if you spend some time making look nice with a look/feel and some navigation. If you throw the media on the page and make it work with no effort to make it look good, the assignment can be worth a maximum of 90 points.

Exercises/Discussion will be graded using the following criteria:

You need to post your initial reply on time to be eligible for full credit. Late posts get points. **Always submit something, no matter how late.** Then we count the number of additional threads and replies that you post, subtract any "me too" or "yea right" posts and then we plot it on a curve. As long as you are on time with your initial posts, you get a minimum of 85 points, or a "B". There is a competition to get the full 100 points for the discussion component of your Final Grade. The student with the highest level of engagement in the discussions will receive 100 points for the discussion portion of the final grade. A flat distribution curve will be used to assign points between 85 and 100 for the student without late or missing assignments.

Final Grade – Subject to change with notice and (initially) calculated from the following table.

Exercises and Discussions	20%
Labs	20%
Quizzes	20%
Project Web Site	30%
Project Documentation	10%
Total	100.00%

The following scale will be used to determine grades for course:

Grade	Range
A	93+
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	Below 60

Course Withdrawal Policies:

It is the student's responsibility to officially withdraw from a course. Potential consequences of a student's failure to do so include: failing grades, reduction in financial aid and academic dismissal from the College.

The final date to withdraw without QPA penalty will be listed in the course schedule. Course fee schedule for withdrawal is available only from the Office of Student Accounts and/or Continuing Professional Studies.

If you have any questions about this policy contact the Advising Center – arc@champlain.edu or 860-2777.

Academic Honesty

At least 66% of all written assignments must be in your own words unless specified by the instructor for an individual question. Answers that are taken from lecture materials, books, web sites or other sources and are not **restated** will be marked wrong. Repeat offenses will be referred to the Office of Academic Affairs. If you want to include materials that you have not written, you must surround the text in quotation marks and cite (list) the source. This supersedes any other citation policy including, but not limited to, MLA citations. Be especially careful of answers to homework questions and quiz (essay) questions. **If you didn't write it, cite it. Quoted and cited references are not a substitute for answers in your own words. I expect the vast majority of your writing to be your own words**

Feel free to ask questions of other students in the class. You'll probably learn this material faster and more thoroughly if you interact with other students in the class. However, your work must be your own. There is a clear line between asking another student to explain a concept and copying that student's work and turning it in as your own. Simply ask yourself, "Do I understand what my classmate did, and can I now do it myself without help?" If you can answer "Yes" to this question then you haven't cheated, rather you've learned from the help provided by the classmate. This type of interaction is strongly encouraged in this class!

"In the preparation and presentation of any assigned work-including examinations, tests, quizzes, term papers, reports, themes and other written or oral exercises-every student shall conform to a strict standard of academic honesty. Any attempt to deceive a faculty member or to help another student to do so will be considered a violation of this standard. In all assignments, students must acknowledge the words and/or ideas of others taken from print or electronic media, whether a direct quotation or a paraphrase; any omission of this is dishonest. Cheating on examinations or tests consists of knowingly giving, receiving or using-or attempting to give, receive or use-unauthorized assistance during an examination or test. A faculty member may record a grade of "zero" for any assignment on which a student has plagiarized or cheated. For repeat offenses within a single course, the faculty member may record a grade of "F" for the course. Violations of this policy in multiple courses may result in dismissal from the College. A student may appeal these decisions according to the Academic Grievance Procedure."

Students with Disabilities

If you believe that you have a disability requiring accommodations in this class, please contact the Coordinator of Support Services for Students with Disabilities as soon as possible. After you receive a letter documenting the appropriate accommodations, please contact one of us so we can work with you to implement them in a timely fashion. It is the student's responsibility to seek and secure accommodations prior to the start of a test or project.

Contact: Janine Allo

- Counselor and ADA/504 Coordinator
- Office: Hauke 007
- Phone: 802-865-5484
- Email: jallo@champlain.edu

Contact: Brian Gilbar

- Counselor and Coordinator of Services for Students with Disabilities
- Office Hauke 007
- Phone: 802-651-5961
- Email: bjilbar@champlain.edu

Class during an Extended Campus Closure

Champlain College is taking precautionary measures to ensure that this class can continue in a "virtual environment" even during an extended emergency such as severe weather, contagious disease, physical infrastructure failure, campus closure, or similar incident. This course will continue either online through a college-provided learning management system (Angel), or through some other process unless cancelled.

In the event of such an emergency, students are expected to continue instructor-designated class activities, as directed by the instructor. Due to the nature of the "virtual environment" learning activities may differ slightly from the on-campus course. In order for this emergency preparedness plan to be effective, you are asked to do the following:

Immediately

- Ensure that you will have a computer and broadband Internet access at the location (home or other) in which you will reside during an extended campus closure.
- Prepare yourself with the basic skills of logging into Angel via the my.champlain.edu dashboard, finding your course(s) and entering them.
- Participate in a "warm up" online activity in the "virtual environment" when directed to do so by your instructor.

During an Emergency

- Test your broadband Internet access immediately upon arriving at your chosen residence during the campus closure.
- Log into Angel and enter your courses.
- Check for emergency information on Champlain College main website (www.Champlain.edu) which will indicate the semester week and day on which college classes will resume online.
- Enter your class and go to the appropriate week of class where you will receive directions from your instructor.