

English 3340: Digital Document Design

Instructor: Mark Pepper

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Course Website:

<http://markdpepper.com/3340> and Canvas

Office: CB 402H

Office Hours: TR 12-1 (or by appointment)

Textbooks:

HTML & CSS Design by John Duckett



Course Description:

According to the UVU course catalog, this is primarily a course that introduces you to the basics of HTML and web design. Over the next fifteen weeks we will start from scratch. We will learn the basic semantics of HTML and CSS markup languages. We will start the course writing code by hand without the assistance of WYSIWYG (“what you see is what you get”) programs. Although this may seem intimidating, there is no better way to learn how coding works because you have the most control over what you produce. I hope you’ll find that this method leads to a more thorough mastery of web design that you can take with you into your futures.

This is a course on web design housed in the English department. I mention this not to devalue the course; rather, this highlights what makes taking a web design course in an English department different from somewhere else. Though we will obviously be coding, we will also be looking at, reflecting upon, and analyzing websites and web culture from the perspective of rhetoric.

Course Requirements:

- Previous knowledge of HTML or web design is **NOT** a requirement. My instruction will assume you have no previous knowledge of the subject since that is not a pre-requisite for the course.

- Bring your personal laptop to class every session. If you do not have a laptop, you can use the computers in class. You should bring a jump drive or some other method of saving your files. **Do not save them on the local computer.**
- A dedication to learning and working on your own outside of class- be it playing with HTML and CSS, other software, etc.
- Impeccable course attendance. Much of our work will happen during in-class activities.

Required Software:

- **Windows Users:** Download **Notepad++** to your laptop. You can find it here: <https://notepad-plus-plus.org/download/v6.9.2.html> Choose the “Installer version.”
- **Mac Users:** Download **TextWrangler** to your laptop. You can find it here: <http://www.barebones.com/products/textwrangler/download.html>
 - I will not be using TextWrangler in class so this may put you at a slight disadvantage. But the programs are incredibly similar.
- A simple image editor for cropping and resizing. I like **Faststone Image Viewer** but almost anything will do the trick: <http://www.faststone.org/>
- Chrome Web Browser (has best, built-in web development tools)

Grade Breakdown:

We will proceed with the standard grade breakdown and your individual assignments are graded on a weighted scale.

900-1000 points: A

800-899 points: B

700-799 points: C

600-699 points: D

0-599 points: E

Quick Break Down:

- Quiz #1 (100 points)
- Quiz #2 (100 points)
- Discussion Questions (200 points)
- Remediation Part 1 (100 points)
- Remediation Part 2 (200 points)
- New Media Exhibition (300 points)

Extended Break Down:

Web Design Projects:

Remediation Part 1

In this project, you will work with student essays from my previous semester's Public Rhetoric course. You will create a very simple web interface for your chosen essay mainly focusing on the HTML/CSS options with text and basic layout.

Remediation Part 2

In this project, you will continue to work with the student essay from part 1, or switch to a public domain essay (fallen out of copyright), and turn it into a one-page, two-column website with hyperlinks and images to enhance the reading experience.

New Media Exhibition Website

Your culminating project is a five page website that exhibits new media creations across the web based around a topic of your choosing.

Quizzes:

Your two quizzes will be in-class, full period opportunities to show mastery of the skills we've talked about up to that point. I will give you an image of a simple web page and you will be expected to code it.

Discussion Questions:

On the Monday of most weeks, you will post a short reply to a discussion question on Canvas (the discussion prompt will be posted on the Wednesday or Thursday before, and you're free to make your reply earlier). Sometimes it will be a short reflection and other times you'll need to find a website to discuss or a piece of multimedia to post. "Discussion" is meant loosely here, since you're only obligated to make a reply to my post. There's no need to comment on anybody else's—though my hope is that you will look at your fellow students' posts too.

Lateness Policy/Missed Projects:

My lateness policy is fairly straightforward and reflective of the importance of getting your work in on time to both an academic and professional environment.

Web Design Projects

Projects are considered late the second the live link is not sent to me on the day they are due. At that moment, the project is graded down one full letter. For each subsequent day late, the grade will go down another full letter.

Discussion Questions

You start the class with a full 200 points for Discussion Questions. If you fail to post your response at all (or on time), you will lose 20 points each time.

Quizzes

Quizzes can only be made-up if your absence is for a highly legitimate reason and cleared with me well in advance.

Absence Policy:

You may miss up to four class periods with no penalty. I don't necessarily need to be alerted that you're not going to be there (but feel free to send an email if you wish). Every absence after the fourth will lower your final course grade by 1/3. **If you reach seven absences you will not be able to pass the course.** I make no distinction between "excused" or "unexcused" absences.

Expectations:

Participation: This is one of my primary expectations. Much of our class will involve class discussions or group activities – there will be comparatively little of me just standing there and lecturing at you. These discussions will be more enjoyable for everyone if we all participate and do our parts to keep the conversation going in an intelligent and productive manner. If you haven't done the reading for the day, or haven't brought your book, it's like you're not there. Students who continually appear to be unprepared for discussion will eventually be marked absent even if their bodies are in the room.

Respect: We may be discussing touchy subjects from time to time. Disagreement, challenging questions, and debate are good. Outright disrespect, insults, or meanness are not. Listen to other students openly and respond in productive manners. I also have zero tolerance for any expression of racism, sexism, or homophobia. This usually isn't a problem, but it bears mentioning anyway. We are all here to learn in a safe and open environment.

Maturity: Whenever you're dealing with the internet in a classroom environment, you bring all the good and the bad of the internet in with you. This is to say, we may occasionally run across websites, images, or videos that are personally offensive to you for either their language or content. I trust that as mature adults at a public university we can accept this fact and realize that coming across or examining this material is not the same as endorsing it.

Disabilities:

If you have any disability impairing your ability to successfully complete this course, please contact the Accessibility Services Department (LC 312, www.uvu.edu/asd). Academic Accommodations are granted for all students who have qualified documented disabilities. Services are coordinated with the student and instructor by the Accessibility Services Department.

Academic Honesty:

The Statement from the UVU "Students' Rights and Responsibilities Code" reads: "Each student is expected to maintain academic ethics and avoid dishonesty in all its forms, including but not limited to, cheating and plagiarism, and fabrication as defined hereafter."

We will be discussing plagiarism in all its forms. I know it's a cliché, but it's true – you're only cheating yourself if you turn in work that is not your own. Instances of plagiarism will certainly lead to a failing grade on the project. From there I will consider the extent and the intent, and I reserve the right to take further action.

In short though, you can guarantee it counts as plagiarism when:

1. Students buy papers or hire others to write papers for them
2. Students quote, copy, paraphrase, or summarize a source without proper documentation
3. Students submit work from other courses without CONSIDERABLE alterations or modifications.

This class is a bit unique for two reasons. One, people copy and paste other people's code all the time (since the code for any website is technically visible). We will discuss the fine line of this issue. Two, I am asking you to curate a number of other people's creations for your final project exhibition. We will discuss fair use and proper forms of attribution and citation.