



MARYMOUNT UNIVERSITY

School of Arts and Sciences
2017-18

COURSE SYLLABUS

Course Number CMD308A	Course Title Web and Social Media Design		
Fall Semester XX	Spring Semester	Summer Semester	Credit Hours 3
Name of Instructor Barry C Erdeljon			
Meeting Day, Time, and Room Number TUE 6:30-9:15 P.M. Rowley Hall, Room G215 (Mac lab)			
Final Exam Day, Time, and Room Number Dec. 12 th TU 6:30-9:30PM Rowley Hall, Room G215 (Mac lab)			
Office Hours, Location, Phone TU 1:00-3:00PM, W 6:00-7:00PM, TH 2:30-3:30PM Gailhac G106, 703-284-1652. Other times by appointment			
E-mail barry.erdeljon@marymount.edu Course Web Site http://mudesign.net/webdesign/			
Course Description: An introduction to the fundamentals of web and social media design and technology. Students write, design, and produce web and social media sites for organizations and promotions. Emphasis is placed on content, navigation, audience instructiveness, and design, including the effective use of copy, visuals, typography, color, and page layouts. Course activities focus primarily on the development of integrated organizational promotional web and social media sites. Working with internet service providers and computer programmers is also covered. Prerequisite: EN 102. (3)			

UNIVERSITY STATEMENTS

ACADEMIC INTEGRITY

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles yourself and to defend them against abuse by others. Items submitted for this course may be submitted to TurnItIn.com for analysis.

STUDENT COPYRIGHT INFORMATION

For the benefit of current and future students, work in this course may be used for educational critique, demonstrations, samples, presentations, and verification. Outside of these uses, work shall not be sold, copied, broadcast, or distributed for profit without student consent.

ACCOMMODATIONS AND ACCESSIBILITY CONCERNS

Please address any special challenges or needs with the instructor at the beginning of the semester. Students seeking accommodations for a disability must complete the required steps for obtaining a Faculty Contact Sheet from the Office of Student Access Services (SAS). Students are then responsible for meeting with their instructors at the beginning of the semester to review and sign the Faculty Contact Sheet and develop a specific plan for providing the accommodations listed. **Accommodations cannot be granted to students who fail to follow this process.** Appointments with the SAS director can be scheduled through the Starfish "Success Network" tab in Canvas. For more information, check the SAS website, e-mail access@marymount.edu, or call 703-284-1538 to reach the SAS director or an academic support coordinator.

EMERGENCY NOTIFICATION POLICY

When students are absent due to a crisis situation or unexpected, serious illness and unable to contact their individual instructors directly, the Division of Student Affairs can send out an Emergency Notification. To initiate an Emergency Notification, students should contact the **Division of Student Affairs 703-284-1615** or student.affairs@marymount.edu. Emergency Notifications are **NOT** appropriate for non-emergency situations (e.g. car problems, planned absences, minor illnesses, or a past absence); are **NOT** a request or mandate to excuse an absence, which is at the sole discretion of the instructor; and are **NOT** a requirement for student absences. If a student contacts instructors about an emergency situation directly, it is not necessary to involve the Division of Student Affairs as arrangements are made to resolve the absence.

For non-emergency absences, students should inform their instructors directly.

ACCESS TO STUDENT WORK

Copies of your work in this course including copies of any submitted papers and your portfolios may be kept on file for institutional research, assessment and accreditation purposes. All work used for these purposes will be submitted confidentially.

UNIVERSITY POLICY ON WEATHER AND EMERGENCY CLOSINGS

Weather and Emergency closings are announced on Marymount's web site: www.marymount.edu, through **MUA** alerts, area radio stations, and TV stations. You may also call the **Weather and Emergency Hotline at (703) 526-6888** for current status. Unless otherwise advised by local media or by official bulletins listed above, students are expected to report for class as near normal time as possible on days when weather conditions are adverse. Decisions as to inclement closing or delayed opening are not generally made before 6:00 AM and by 3:00 PM for evening classes of the working day. Emergency closing could occur at any time making **MUA** alerts the most timely announcement mechanism. **Students are expected to attend class if the University is not officially closed.** If the University is closed, course content and assignments will still be covered as directed by the course instructor. Please look for communication from course instructor (e.g., Canvas) for information on course work during periods in which the University is closed.

BROAD PURPOSE OF COURSE

An introduction to the fundamentals of web and social media design and technology. Students write, design, and produce web and social media sites for organizations and promotions. Emphasis is placed on content, navigation, audience instructiveness, and design, including the effective use of copy, visuals, typography, color, and page layouts. Course activities focus primarily on the development of integrated organizational promotional web and social media sites. Working with internet service providers and computer programmers is also covered.

Prerequisite: EN 102. (3)

2. COURSE OBJECTIVES: Upon successful completion of this course students will be expected to:

- A. Prepare an effective Website plan
- C. Effectively use typography, photographs, illustrations and graphics in your Web pages and social media;
- D. Effectively write for Web and social media;
- E. Design and create an educational/topical and an organizational promotional web site and social media
- F. Analyze Websites outside of classroom
- H. Upload and maintain Websites on a remote server
- I. Demonstrate a proficiency using the menu area, tools, palettes and functions for WordPress

3. TEACHING METHOD

The course will be comprised of lecture, class discussion, computer demonstration, and hands-on computer experience and homework

4. GRADING POLICY

Weekly: Inspirational websites Videos and reading assignments	10 pts total 25 pts total
Course website <ul style="list-style-type: none">• Copyright free feature photo• Terms & Definitions• Required navigation and pages	15 pts total <ul style="list-style-type: none">• 5 pts• 5 pts• 5 pts
Exercises <ul style="list-style-type: none">• Home page slideshow photo exercise	30 pts total <ul style="list-style-type: none">• 5 pts

<ul style="list-style-type: none"> • Navigation exercise • Header exercise • Copy editing exercise • Website images exercise • Completed exploration website 	<ul style="list-style-type: none"> • 5 pts • 5 pts • 5 pts • 5 pts • 5 pts
Webpage based social media cause campaign <ul style="list-style-type: none"> • Site definition & content outline • Copy editing and writing • Selection and appropriateness of featured, and supporting images, and slider images • Typography and page layouts • Social media: copy and use of visuals • Analytics 	75 pts total <ul style="list-style-type: none"> • 15 pts • 10 pts • 10 pts • 10 pts • 10 pts • 20 pts
Personal portfolio website <ul style="list-style-type: none"> • Home page thumbnail spacing and quality Branding type/logo thumbnails & links • About page copy and photo • Design philosophy copy and quote • Portfolio pieces descriptive copy, sizing, and quality • Resume • Contact page 	45 pts total <ul style="list-style-type: none"> • 10 pts • 5 pts • 5 pts • 15 pts • 5 pts • 5 pts
Total Points	200 pts total

Late assignments are accepted up to one week after the due date. And are reduced one letter grade (What would be an A is a B). No assignment may be turned in more than two weeks late.

Grading Scale:

A	A-	B+	B	B-	C+	C	C-	D	F
200-189	188-179	178-173	172-167	166-159	158-153	152-147	146-139	138-129	128 or below

Attendance: The nature of the course is skills development. Therefore, attendance is mandatory. More than **ONE** unexcused absence will result in a one-letter grade reduction for the course for each missed class i.e. A to B. **Make-up work will be allowed under the gravest of circumstances to be determined by the professor.**

Friday, September 29, 2017, is the last day to withdraw from a class without academic record.
Friday, November 3, 2017, is the last day to withdraw from a class with a grade of W.

5. CLASS SCHEDULE

Schedule of class topics and all assignments are available on the course Website at: <http://mudesign.net/webdesign/> When working with real clients assignment due dates will be determined based on the specific needs of class clients.

6. REQUIRED TEXT and SUPPLIES

Online readings will be assigned each week.

At least one 32GB USB thumb Drive or larger (Two USB drives recommended)

Optional supplies: Stock; photography and or illustrations

RECOMMENDED TEXT:

WordPress: Visual Quickstart Guide

Lynda.com WordPress tutorials - <https://www.lynda.com>