LECTURE TIME: TR 11:00 AM - 12:50 PM, McComas 216
MAIN CONTACT METHOD: Email.
OFFICE HOURS BY APPOINTMENT

COURSE DESCRIPTION and COURSE (LEARNING) OBJECTIVES
(Prerequisites: CO 2413 with a C or better or CO 3313 with a C or better or consent of instructor). Two hours lecture. Two hours laboratory. Processes and methods of effective digital communication.

This course is intended to be an introduction to HTML coding and the design of informational websites using hand-coding along with Adobe Dreamweaver in the Adobe Creative Cloud. Assignments and projects will range from simple coding and formatting to the creation of live multipage websites.

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.
TECHNICAL- The work created follows "Best Practices" in the field for hardware, software and other conventions
PRACTICAL – The work created matches the project description as written on the assignment handouts and other support materials
AESTHETIC -The work created follows any readability and accessibility standards and the visual organization is clear. Good design principles are utilized.

COURSE TECHNOLOGY REQUIREMENTS
HARDWARE:
A recent MAC laptop. More Information can be found here:
https://www.comm.msstate.edu/concentrations/technology-requirements

SOFTWARE:
Adobe Creative Cloud, specifically Dreamweaver (subscription)
(https://www.adobe.com/creativecloud/buy/students.html)
Cisco AnyConnect VPN
(https://servicedesk.msstate.edu/TDClient/45/Portal/Requests/ServiceDet?ID=1025)

OTHER:
Internet access, high speed strongly recommended.

COURSE MATERIALS
No Textbook Required

Class Website: A class website (http://co3713-02.comm.msstate.edu) will be available with finished examples of certain assignments (Exercises 1-5) and will also include links to project handouts, etc… These handouts will be identical to the ones provided in Canvas.

MORE ON COMMUNICATION
Email is the best and most direct way to handle any questions outside of class.
Every effort will be made to answer emails within 24 hours during the work week.
Students will communicate with each other both in class and via Discussion boards

EMAIL ETIQUETTE
Please remember to conduct all class related emails in a professional manner. It is preferred that all emails originate from your official MSU email address. All emails should contain your full name and the name of the class and should contain an appropriate subject line that indicates the reason for the email. Complete sentences should be used in the email and there should be no texting abbreviations. You should complete a 'spell check' before sending. If you are requesting a meeting – please indicate the times you are available.

STUDENT HONOR CODE
Mississippi State 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." Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Student will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information, please visit: http://honorcode.msstate.edu/policy.

ACADEMIC HONESTY IN THIS COURSE
All work created and turned in for this course shall be from your own individual effort and created solely for the purposes of this class.

EVALUATION
The grading scale is as follows: 90-100 A, 80-89 B,   70-79 C,   60-69 D,   Below 60 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.

Assignments will generally be turned in by postings to your MSU website.
Work that is not posted live to your individual website with the correct file name will not be

graded. All assignments and sub-sites must be properly linked from your 'home' page to be evaluated and graded. You may not use online templates to complete any exercise or sub-site (Client or Character) – all work for this class must be completed by you with the provided tutorials and information from the class website.

Check individual assignment sheets (found on the class website and in Canvas) for project specifications and due dates.

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. All work created during the semester must be properly named and formatted, 'live and linked' and visible on your individual website for the class at the end of the term to receive a final grade.

Welcome Page / Exercises / Tutorials: **40%**
Five exercise-based assignments (creating a table, creating forms, working with images, text, links and navigation, etc…) will be given to aid in site development. These exercises will be created with Dreamweaver CC.

Site 1 – Client Site: **25%**
This site will be a multipage "client-based" site created with Adobe Dreamweaver CC.

Site 2 – Character Site (FINAL):   **35%**
This site will be a multipage site created with Adobe Dreamweaver CC. You will be developing a fictional character and creating a website to suit their needs.

There will be no written final examination during the scheduled final exam period.

ADDITIONAL CLASS POLICIES AND PROCEDURES
As a Face to Face class, students should expect to attend each class period and also to log onto Canvas multiple times per week to access class documents and discussion boards. Due dates per module and/or assignment will be posted in Canvas. Students are responsible for following the class schedule and adhering to all published dates and deadlines.

DISCUSSION BOARDS
Students will have discussion board posts as a requirement for each assignment (details on individual assignment sheets). Generally, students will be required to post an "in-progress" report for their own assignment(s) and to also have a minimum amount of commentary for their classmates' posts.

LATE WORK
If it is not possible for an assignment to be turned in on time the student must contact the professor via email as soon as possible, preferably prior to the due date. If the lateness would be considered 'excusable' under AOP 12.09 - the work will be accepted without penalty if turned in within an individually approved time frame. If the lateness is not considered 'excusable' under AOP 12.09 – the penalty shall be 10 points per business day.
(https://www.policies.msstate.edu/sites/www.policies.msstate.edu/files/1209.pdf)

Professional Values and Competencies:

ACEJMC Professional Values and Competencies: As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Communication is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation.

The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline.

This class meets the following learning outcomes:

SLO5: Understand concepts and apply theories in the use and presentation of images and information. *By studying "best practices" in web-based communication and striving to follow them in the exercises and sample websites created in the class.*

SLO7: Think critically, creatively and independently. *By applying the lessons learned in the exploratory exercises to the self-styled multi-page sample websites.*

SLO12: Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world. *By using the Adobe Creative Cloud / Dreamweaver and following "best practices" to combine text and imagery in an effective web-based platform.*

UNIVERSITY POLICIES

CONTINUITY OF INSTRUCTION
In the event that face-to-face classes are suspended due to extenuating circumstances, such as weather, the instructor will continue instruction in a manner that best supports the course content and student engagement. In this event, all instructors will notify students of the change via their university email address (the official vehicle for communication with students). At that time, they will provide details about how instruction and communication will continue, how academic integrity will be ensured, and what students may expect during the time that face-to-face classes are suspended. If a student becomes unable to continue class participation due to extenuating circumstances, (e.g., health and safety, loss of power, etc.) the student should

contact their instructor and advisor for guidance. For additional guidance, please refer to Academic Operating Policy 12.09.

DISABILITY RESOURCE CENTER
Mississippi State University is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (01 Montgomery Hall) collaborates with students who have disabilities to arrange reasonable accommodations. If you have, or think you may have, a disability, please contact drc@saffairs.msstate.edu or 662-325-3335 to arrange a confidential discussion regarding equitable access and reasonable accommodations. Disabilities may include, but are not limited to, conditions related to mental health, chronic health, attention, learning, autism, brain injury, vision, hearing, mobility, speech, or intellectual disabilities. In the case of short-term disabilities (e.g., broken arm), students and instructors can often work to minimize barriers. If additional assistance is needed, please contact the Disability Resource Center.

TITLE IX
MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX/EEO Programs at 325-8124 or by e-mail to titleix@msstate.edu. Additional resources are available at Dean of Students Sexual Misconduct and Sexual Assault.

UNIVERSITY SAFETY STATEMENT
Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your MyState portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case emergency, call 911. For more information regarding safety and to view available training including helpful videos, visit ready.msstate.edu

VIDEOTAPING OF CLASSROOM LECTURES
Classroom lectures are the copyrighted personal property of the instructor. Videotaping of classroom lectures is prohibited without express, written permission from the instructor. The instructor has the right to refuse videotaping requests, except in the case of accommodations documented with and approved by the Disability Resource Center. Violations will be reported to the Dean of Students.