LECTURE TIME: ASYNCHRONOUS ONLINE
MAIN CONTACT METHOD: Email.
OFFICE HOURS VIA WEBEX BY APPOINTMENT

COURSE DESCRIPTION and COURSE (LEARNING) OBJECTIVES
(Prerequisites: CO 2413 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.msstate.edu/student)

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.

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.

GENERATIVE AI
Generative AI is prohibited for all Written requirements for this course. It is expected that all submitted written work is produced by students themselves. Use of a Generative AI tool to complete an assignment constitutes academic dishonesty and will be reported as an Honor Code Violation. Submitted work may be filtered through an AI Writing Detection tool. This review may initiate further discussion about the authenticity of the submission which could result in a more formal review through the Honor Code Council.

Generative AI is allowed for Image Creation in this course. Students must give credit and cite any AI-generated material. Students must also include the following statement in assignments to indicate use of a Generative AI Tool: "The author acknowledges the use of [Generative AI Tool Name] in the preparation of this assignment for Image Creation". This statement should be placed into a html comment tag on each page where an AI-generated image is used.

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 (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: **65%**
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.

Sub-Site – 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
Students should expect to log onto Canvas multiple times per week. 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)

UNIVERSITY POLICIES

The Mississippi State University Syllabus contains all policies and procedures that are applicable to every course on campus and online. The policies in the University Syllabus describe the official policies of the University and will take precedence over those found elsewhere. It is the student's responsibility to read and be familiar with every policy. The University Syllabus may be accessed at any time on the Provost website under Faculty and Student Resources and at:
https://www.provost.msstate.edu/faculty-student-resources/university-syllabus

Professional Values and Competencies:

ACEJMC Professional Values and Competencies: As an accredited unit from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Communication, Media, and Theatre 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 10 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:

SLO4: Present images and information effectively and creatively, using appropriate tools and technologies; *By studying "best practices" in web-based communication and striving to follow them in the exercises and sample websites created in the class.*

SLO5: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; *By understanding and applying writing strategies appropriate for a web-based audience.*

SLO6: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; *By following "best practices" regarding accessibility options and readability for the www and making sure all sites adhere to the EEO statement for Mississippi State University.*

SLO7: Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work; *By applying the lessons learned in the exploratory exercises to the self-styled multi-page sample websites.*

SLO10: Apply tools and technologies appropriate for the communications professions in which they work; *By using the Adobe Creative Cloud / Dreamweaver and following "best practices" to combine text and imagery in an effective web-based platform.*