GCom 218
Syllabus - spring '14

TTh, 8:00 - 9:50 a.m. (Knoblauch B34)

General Overview

Topic

- Interactive Media Production (3 s.h.): An introduction and overview of using web authoring and content management tools for developing and producing online content. Emphasis on understanding foundations: terminology, identifying webpage elements, and technical aspects for creating basic online interactive documents and presentations for web publishing. Prerequisite: none. 2 hours lecture; 2 hours lab. (Last day to drop course with "W" grade = Mar. 30)

- Objectives: The main purposes of this course are for students to:
  - Become comfortable working in the web environment.
  - Create basic web pages and sites with HTML, CSS, Dreamweaver, and Fireworks.
  - Make basic animations with Flash.
  - Develop skills to troubleshoot and problem solve design challenges.
  - Enhance their portfolios with technically-correct projects.

Materials

- Special course cost: Students of this course are required to pay a special course charge of $25 for each lab-related course in the Engineering Technology Department. This money is used to support the consumable items used during the course. Payment of the course cost is a required portion of the class and must be paid after the second week of the semester but prior to your final exam. If you fail to pay your course cost, you will receive a grade of "I" for the course until the lab fee is paid or the university automatically changes the grade from "I" to "F" according to the University Policy. If the grade is changed to an "F", the grade will remain an "F" on your permanent transcript, regardless of payment. Payments can be made to the Engineering Technology department office (Knoblauch Hall 135) any time after the beginning of the third week of classes. It is recommended that students pay by check made out to "WIU". Likewise, the student should expect a receipt to serve as proof of payment. If you have questions or concerns, please direct them to the staff in Knoblauch Hall 135 or call 309/298-1091.
- Textbook: None is required, but some of my favorite web design books are:
  - Learning Web Design - Niederst Robbins (very strongly recommended for learning basic web info, HTML, and CSS ... awesome book!)
  - Adobe Dreamweaver Digital Classroom - Osborn (tutorials)
  - Adobe Flash Digital Classroom - Gerantabee (tutorials)
- Software: TextEdit and CS6 versions of Dreamweaver, Fireworks, and Flash will be covered and are provided in the lab; some work with Photoshop and/or Illustrator may also be integrated. Students who choose to work outside of this lab are responsible for ensuring that their files open correctly on the lab computers.

Lab Use
Outside of designated class time, students enrolled in the course are welcome to work in the lab during open lab time. Additional time may be arranged in the lab provided permission is given by the instructor utilizing the lab. Food is not allowed in the labs, but drinks in resealable containers are permissible if kept away from the equipment. Please do not allow your friends to use the labs at any time, since only students currently enrolled in GCom courses may use the facilities and equipment.

**Academic Dishonesty**

*Academic dishonesty will not be tolerated.* Students who are caught acting dishonestly on any graded work will be subject to a *minimum* of the following penalties (additional steps may be taken per WIU's [Student Academic Integrity Policy](http://www.wiu.edu/users/mucad11/218/)).

- If caught acting dishonestly on any work worth *50 points or less* (including extra credit and in-class work): 50 points will automatically be deducted from the student's final point total, and he or she won't be allowed to earn any extra credit points.
- If caught acting dishonestly on any work worth *over 50 points* (including exams and projects): the work in question will automatically receive a score of zero, and he or she won't be allowed to earn any extra credit points.

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**Course specifics**

**Overview of Students' Responsibilities**

In addition to the details covered in this syllabus, be sure to read this really important information (some of which relates directly to grading procedures). Please keep this information in mind throughout the entire semester! Feel free to print a copy of it so you can refer to it regularly while working.

**Attendance**

- Excused vs. unexcused absences
  - *Documented / excused absences:* It is the instructor's expectation that students will attend all required classes except when unable due to the reasons outlined below. In the case of an excused absence, the instructor will assist the student in making up missed work; nonetheless, the student should still gather notes from classmates and make a concerted effort to get caught up independently.
  - Students who are unable to attend class due to *emergency or extreme illness / hospitalization* should do one or both of the following. In either case, it is the student's responsibility to follow up with the instructor to verify excused absences.
    - Contact the Student Development Office (309/298-1884). Depending on the situation, SDO may automatically contact all of the student's instructors about these types of excused absences.
    - In accordance with WIU University Senate policy, students are to report any absences through the Online Absence Reporting System, or OARS ([wiu.edu/oars](http://www.wiu.edu/oars)). Beu Health Center will no longer issue documentation of absence due to illness.
  - If missing class due to a *WIU-sponsored academic or athletic event,* the student must provide the instructor with an official notice from the group’s adviser / coach prior to the absence.
  - *Undocumented / unexcused absences:* Students who are absent but don't provide appropriate documentation as described above will be considered unexcused. The
instructor is under no obligation to aid a student with an unexcused absence but will
meet with the student (at his or her request) to answer specific questions about missed
material; beforehand, though, the student must gather notes from classmates and make
an obvious effort to get caught up independently. (In other words, the instructor won't
re-teach an entire lecture or "tutor" a student who is unexcused.)

- Attendance policy: A student's only proof of attendance will be a sign-in sheet that will be
distributed at the beginning of each lecture day. Students who don't sign in, are more than
10 minutes late to class, or have an unexcused absence will automatically receive zero
attendance points for the day. Students with unexcused absences won't be permitted to
make up any unannounced quizzes or in-class work assigned on that day; students with
excused absences will be given a chance to make up the work and will be granted the
attendance points at the end of the semester. The instructor reserves the right to award
students in attendance (on lecture days or optional lab days) free extensions and/or the
opportunity to earn extra points.

- Notes: With the goal of preparing for a successful career, treat demonstrations and
lectures as meetings with clients by participating and taking thorough notes. Explanations
such as "I don't remember what you said" or "I don't have that in my notes" wouldn't be
acceptable responses to a client, so they won't be permissible in this course. While students
are always strongly encouraged to ask questions, extensive help will not be
provided to students who continually have weak notes and show little initiative to
catch up when notes are lacking (acquiring notes from classmates, using software-based
and online help resources, doing book research, etc.). For assistance with note-taking skills,
contact Academic Support Services (309/298-2092).

About the Assigned Work

- Topics: Students will gain experience with the software, principles, and techniques through a
combination of lectures, in-class exercises, and in-depth projects. Assigned work may include
the following.
  - Short written assignments (including worksheets, forms, or questionnaires)
  - Tutorial-like exercises
  - From-scratch projects (It is the instructor's belief that students are more likely to be
academically successful when completing projects that are personally meaningful.
Therefore, whenever possible, students will have the opportunity to customize projects

- Time commitments: Students should not expect to be granted enough time during
class to complete any assigned work (with the exception of timed in-class work, such as
quizzes). As would likely be expected in any college-level class, it is each student's
responsibility to make appropriate arrangements to complete this "homework" outside of
scheduled class time. Students who don't have access to the required software at home
should plan to work around this semester's GCom open lab schedule and/or locate and verify
the hours of other campus resources (such as the library's electronic classroom and
Horrabin's multimedia lab). All students have access to the same resources on campus, so
special consideration won't be given to anyone who claims to have time conflicts with open
lab hours.

- Emphasis on portfolios: Because many projects are designed to help students add quality
pieces to their portfolios, only work that would be appropriate to include in a professional
portfolio should be submitted. It is the student's responsibility to choose appropriate subjects
and to talk with the instructor when he or she is unsure whether an idea is acceptable.

Deadlines & Extensions
• Deadlines: To be eligible to earn 100% on work, all required files and printouts must be submitted by the deadline; additional materials will not be accepted later. *Projects submitted between one and five days late will be assessed a 10% deduction per day, and projects will automatically receive a score of zero after five days late.* Work submitted on the due date but after the designated time will be counted as one day late. Note that a "day" refers to all weekdays (Monday through Friday, excluding days when WIU is closed), not days on which the class meets.

• Extensions: Every student can request an extension of *three weekdays on any one eligible project* and must sign up in person by the project's original deadline. The extension can be applied only to work listed on the "Projects & Exams" page and is not applicable to in-class work, extra credit, etc. Additional extensions will not be granted except in the case of documented / excused absences. Further details are included on the sign-up sheet.

• Feedback: All work will generally be graded by the next class period and should be picked up no later than one week after the deadline. While students are encouraged to talk with the instructor when points have been lost to determine how the work could be improved, projects that are resubmitted for a higher grade will not be accepted.

**Exams & Quizzes**

• Exam
  - The one scheduled written/practical exam may include any material covered up to that point in the semester. Specific review information will be presented verbally one week prior to testing.
  - If the exam is not taken at the scheduled time and the student doesn't have an excused absence, he or she will automatically lose 30% on the exam grade and must take the exam during the announced makeup time (or automatically receive a score of zero on the exam). Students will not be permitted to use any exam aids during the makeup exam, which may include material not covered during the review session. Any student who doesn't contact the instructor *within 24 hours of the start of the original exam time* to discuss the need to make up the exam (regardless of the type of absence) will automatically receive a score of zero on the exam.

• Quizzes: Unannounced written/practical quizzes may be given on scheduled presentation days. Students with unexcused absences will automatically receive zero points on quizzes and cannot make up the work. Students with excused absences must contact the instructor *prior to the start of the next class* in order to schedule a makeup time; failure to do so will automatically result in a grade of zero.

**Grading & Schedule**

**Grading**

There are 1000 points available, and final grades will be based on the following.

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<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>925+</td>
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<tr>
<td>A</td>
<td>925+</td>
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<tr>
<td>A-</td>
<td>895-924</td>
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<tr>
<td>B+</td>
<td>865-894</td>
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<tr>
<td>B</td>
<td>825-864</td>
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<tr>
<td>B-</td>
<td>795-824</td>
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<tr>
<td>C+</td>
<td>765-794</td>
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<tr>
<td>C</td>
<td>725-764</td>
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<tr>
<td>C-</td>
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<td>D+</td>
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<tr>
<td>D</td>
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<tr>
<td>D-</td>
<td>595-624</td>
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<td>&lt;595</td>
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Points will be distributed as follows.

- Projects = 71%
- Exam = 10%
- Attendance and in-class work = 19%
Additional points may be earned by completing extra credit and participating in the final grade policy.

Tentative schedule

- Wk 1
- Wk 2: HTML page, v1
- Wk 3
- Wk 4: CSS intro
- Wk 5: HTML page, v2
- Wk 6: Dreamweaver site plan
- Wk 7
- Wk 8: Dreamweaver site
- Spring Break
- Wk 9
- Wk 10
- Wk 11
- Wk 12: Exam
- Wk 13: Flash illustration
- Wk 14: Flash animation
- Wk 15
- Final Exam Week: Tuesday, May 6 at 8:00 a.m.

Additional Information

Catherine Drinka, senior associate faculty
309/298-1676 | CA-Drinka@wiu.edu | wiu.edu/users/mucad11
Knoblauch B37 | Office hours: M 1-3 p.m.; T&W 1-2 p.m.

Engineering Technology Department | College of Business and Technology
Western Illinois University | 1 University Circle | Macomb, IL 61455
Knoblauch 135 | Phone: 309/298-1091 | Fax: 309/298-1061

Academic Accommodations

In accordance with University policy and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. For the instructor to provide the proper accommodation(s) you must obtain documentation of the need for an accommodation through Disability Resource Center (DRC) and provide it to the instructor. It is imperative that you take the initiative to bring such needs to the instructor’s attention, as he/she is not legally permitted to inquire about such particular needs of students. Students who may require special assistance in emergency evacuations (i.e. fire, tornado, etc.) should contact the instructor as to the most appropriate procedures to follow in such an emergency. Contact Disability Resource Center (DRC) at 309/298-2512 for additional services.

Resolution of Problems

Should a problem occur, students should speak to their instructor first. If the problem is not resolved, meet with the chair of the department. If the problem continues to be unresolved, go to the College of Business and Technology’s Dean. Students should observe the following sequence for the resolution of problems: Student -> Instructor -> Chairperson -> Dean
**Student Rights**

Please read WIU's [Student Rights and Responsibilities](http://www.wiu.edu/) handbook, and well as the [Student Academic Integrity Policy](http://www.wiu.edu/) for definitions of academic dishonesty and steps which may be taken to deal with it.

**Various Grade Issues**

- Final exam schedule: Except in extreme and documented situations beyond a student’s control, exceptions to the final exam schedule will not be made. Any exceptions must be approved by the department chair and the Dean of the College of Business and Technology (in writing, including student’s name, ID#, and signatures).
- "Incomplete" grades: Per WIU policy, a temporary symbol of "I" (incomplete) for a course may be given only when a student, due to circumstances beyond his or her control, has been unable to complete the course requirements within the official limits of the term. The circumstances must be documented to the instructor’s satisfaction.

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_This syllabus is subject to change with notice._