Instructor: Hsiang Iris Chyi, Ph.D.
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Office hours: MW 2:30-4 (except 3-4 the first and third Wed. of the month) or by appointment

Course Description and Goals

This course provides journalism students with an up-to-date understanding of the Web publishing process, including conceptualization, production, and marketing. Students will gain hands-on experience in each of these areas.

The Web is the most important publishing platform for multimedia content (i.e., text, hypertext, photos, audio and video) with interactive capabilities. An in-depth understanding of this platform and its applicability to various types of content and audiences is essential to any information workers (journalists included).

The three major goals of this course are:

1. To develop an advanced Web publishing skill set among journalism students;
2. To introduce a holistic understanding of the Web publishing process;
3. To foster critical thinking on the evolution and development of the World Wide Web and digital publishing.

Required Readings

Readings from different sources will be made available on the course's Blackboard site at http://courses.utexas.edu.

Recommended Material


W3School: http://www.w3schools.com/
Lynda.com: https://training.edb.utexas.edu/node/2329
Computer Skills and Supplies Needed

Access to a computer and the Internet and the ability to operate both are required for participation in this course. You may need to spend extra time outside class to familiarize yourselves with Web production applications.

You will have to pay for a Web hosting account (e.g., on bluehost.com) to publish your Web projects.

You will have access to a class folder on the College server, but you should always back up your own files. Therefore, a USB drive or an external hard drive is recommended.

Course Requirements

Hands-on assignments (25%): A series of hands-on assignments will help you apply production/tracking/marketing skills acquired in class.

Mid-term exam (30%): The mid-term exam will cover materials discussed in class and readings.

Web project (35%): You will produce a multimedia, interactive Web project based on a content management system compatible with Google Analytics, design and implement marketing strategies, and track the results. For students enrolled in J395: You will also track online traffic for a well-established Web site using Google Analytics and provide a diagnostic report.

Participation (10%): This class is taught through lectures and lab training, making it difficult for absent students to make up later. Therefore, attendance is important and you are expected to actively participate in class activities and discussions. The instructor will monitor attendance or give in-class exercises from time to time. No make-ups for such exercises will be granted. There is no need to justify your absence, but more than 3 absences will result in an F (60/100) for participation, and more than 5 absences will result in a zero for participation.

Grading Scheme

$A = 94$ or above
$A- = 90-93$
$B+ = 87-89$
$B = 84-86$
$B- = 80-83$
$C+ = 77-79$
$C = 74-76$
$C- = 70-73$
$D+ = 67-69$
$D = 64-66$
$D- = 60-63$
$F = below 60$

Missed Classes/Deadlines and Late Assignments

Please form a study group of three and write down the contact information of two members here:

1.
2.
If you miss a class/lab, please arrange with your study group member to find out before you return to class/lab what you missed while you were gone. You are responsible for the content of all class sessions, whether it is included in the text or not.

If an emergency prevents a student from taking a scheduled exam or meeting the deadline of a presentation, the student must notify the instructor prior to the exam or presentation. Otherwise, the student will not be eligible for a make-up. Make-up exams/presentations will be granted only for a limited time and only for valid, documented reasons, such as serious illness, family emergency, jury duty or military reserve obligation. Absence excuses are subject to verification. Presenting a false excuse will be considered a violation of the academic integrity rules.

If the deadline of an assignment is missed, all late work must be turned in within one week after it is due and will be downgraded for one letter grade no matter it is 1 or 7 days late. No late work beyond the one-week period will be accepted. Missed assignments will receive a zero.

Disruptive Behavior
Mutual respect is essential in this class. Therefore, please do not read newspapers or use your laptop computer or other mobile devices in class, unless the instructor has requested that you do so. In accordance with university policy, disruptive behavior will be documented and may lead to sanctions. Examples of disruptive behaviors in the classroom include arriving late to class, chatting, etc.

Academic Integrity
Be academically honest in every aspect of class work. All students are subject to the student code of conduct, including the University Code of Academic Integrity. For this course, academic dishonesty includes (but is not limited to) the following: fabrication (i.e., making up data, sources or information), plagiarism (using someone else's work in your work without giving proper credit), duplication (doing an assignment for this course and for any other course in this or any prior semester without the express consent of the instructor), and cheating (exchanging information with another individual during an exam). Violations of the academic integrity code will result in penalties in this course and all violations will be reported to the University. It is your responsibility to be aware of the rules of academic dishonesty -- ignorance is not a defense. When in doubt, consult the instructor before doing anything about which you are uncertain.

The University of Texas Honor Code
The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

University Electronic Mail Notification Policy
All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at http://www.utexas.edu/its/policies/emailnotify.html.

In this course, e-mail will be used as a means of communication with students. You will be responsible for checking your e-mail regularly for class work and announcements. We will use your e-mail address in Blackboard.

Use of Blackboard
This course uses Blackboard, a Web-based course management system in which a password-protected site is created for each course. Student enrollments in each course are updated each
evening. Blackboard can be used to distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to take online quizzes and surveys.

You will be responsible for checking the Blackboard course site regularly for class work and announcements. As with all computer systems, there are occasional scheduled downtimes as well as unanticipated disruptions. Notification of these disruptions will be posted on the Blackboard login page. Scheduled downtimes are not an excuse for late work. Blackboard is available at http://courses.utexas.edu. Support is provided by the ITS Help Desk at 475-9400 Monday through Friday 8 am to 6 pm, so plan accordingly.

**Student Feedback**
Come see me during office hours if you have any questions/suggestions.

**Documented Disability Statement**
The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

**Religious Holy Days**
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

**Behavior Concerns Advice Line (BCAL)**
If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual’s behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit http://www.utexas.edu/safety/bcal.

**Q Drop Policy**
The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231: “Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number.”
Course Calendar & Readings 1.0 (Subject to Change)

1. Week of Jan. 19: Overview of the course; class survey
   Set up course blog

2. Week of Jan. 26: What is the World Wide Web? Why was it revolutionary? Why is it (still) important?
   Read: History of the Web

   Read: Must-know HTML tags (handout)
   HTML 5 http://www.w3schools.com/html/html5_intro.asp

   Read: Basic color schemes: Introduction to color theory

5. Week of Feb. 16: Cascading Style Sheets (CSS)
   Read: CSS Introduction
   http://www.w3schools.com/css/css_intro.asp

6. Week of Feb. 23: Interactivity; evolution of Web publishing technology

7. Week of March 2: Introduction to content management systems (CMS)
   Web project proposal development

8. Week of March 9: Web project production

9. Week of March 16: Spring break

10. Week of March 23: You can build it, but will they come? Audience measurement and tracking with Google Analytics

11. Week of March 30: Web project due (April 1)

12. Week of April 6: Online marketing: Search engine optimization (SEO), social media, and keyword advertising
    Read: Tonkin S., Whitmore C., Cutroni J. (2010). Ch 9 and Ch 11, in Performance marketing with Google Analytics: Strategies and techniques for maximizing online ROI.
Audience tracking starts

**Mid-term exam (April 8)**

13. Week of April 13: Marketing campaign planning
14. Week of April 20: Marketing campaign implementation
15. Week of April 27: Fine-tune marketing campaign

**Presentation of diagnostic reports (J395 only)**

16. Week of May 4: **Marketing results presentation (May 4)**
J339T/J395 Student Information Form

1. Name: ______________________

2. Sophomore/Junior/Senior/Graduate

3. List any other new media- or web-related courses you’ve taken or are taking:

4. Estimated time spent online per week ________ hours

5. On a 10-point scale, how would you evaluate your skills/knowledge with the following technologies? (1 = Not familiar at all; 10 = Very familiar)

   a. Facebook _____
   b. Twitter _____
   c. HTML _____
   d. CSS _____
   e. Photo-retouching with Photoshop _____
   f. Graphic design with Photoshop _____
   g. Graphic design with Illustrator _____
   h. Dreamweaver _____
   i. Flash _____
   j. Final Cut Pro _____
      (other video editing programs e.g. iMovie/Premiere) ______
   k. Javascript _____
   l. Other programming language ________
   m. Blogger.com _____
   n. Wordpress _____
   o. Tumblr _____
   p. Drupal _____
   q. Google Analytics _____
   r. Google AdSense/AdWords _____
   s. Mobile app development _____

6. Why are you taking this class?

7. What do you want to learn the most in this class?

8. Do you have any concerns about taking this course? If so, what are they?