

J334J /J395 Web Publishing for Journalism

07850/08165

Spring 2016

TTH 3:30-5:00, CMA 4.146

School of Journalism

The University of Texas at Austin

Instructor: Hsiang Iris Chyi, Ph.D.
Office: BMC 3.374
Phone: (512) 471-0553
Email: chy@mail.utexas.edu
Office hours: T 2-3 and 5-6, TH 2-3, 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, tracking, 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 a 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 digital publishing.

Required Readings

Readings from different sources will be made available on the course's Canvas site at <http://canvas.utexas.edu>.

Recommended Material

W3School: <http://www.w3schools.com/>

Lynda.com: <https://training.edb.utexas.edu/node/2329> (Free access for UT students)

Castro, E. & Hyslop, B. (2014). *HTML5 & CSS3 Visual QuickStart Guide* (8th Edition). Berkeley, CA: Peachpit Press.

Teague, J. C. (2010). *Fluid Web Typography: A Guide*. Berkeley, CA: New Riders.

Clifton, B. (2012). *Advanced Web Metrics with Google Analytics* (3rd edition). Hoboken, NJ: Wiley.

Geddes, B. (2014). *Advanced Google AdWords* (3rd edition). Indianapolis, IN: SYBEX.

Kelly, N. (2013). *How to Measure Social Media: A Step-By-Step Guide to Developing and Assessing Social Media ROI*. Indianapolis, IN: Que Pub.

Funk, T. (2013). *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program*. Berkeley, CA: Apress.

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 themselves 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

Assignments (40%): A series of hands-on assignments on production, tracking, and marketing skills.

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

Final project (20%): You will apply what you learn in class on a Web or engagement project.

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.

For students enrolled in J395: There will be additional requirements for certain assignments.

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

Disruptive Behavior

Mutual respect is essential in this class. Therefore, please do not 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 Canvas

This course uses Canvas, a Web-based course management system in which a password-protected site is created for each course. You will be responsible for checking Canvas regularly for class work and announcements. As with all computer systems, there are occasional scheduled downtimes as well as unanticipated disruptions. Scheduled downtimes are not an excuse for late work.

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."

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.

Course Calendar & Readings 1.0 (Subject to Change)

You are expected to complete the assigned readings **before** class.

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
http://en.wikipedia.org/wiki/History_of_the_World_Wide_Web
3. Week of Feb. 2: Fundamentals of Web development: HTML, XHTML, HTML 5
Read:
Must-know HTML tags (handout)
4. Week of Feb. 9: Web design: Principles, trends, and critique
Read:
Basic color schemes: Introduction to color theory
<http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm>
Teague, J. C. (2010). Typefaces and scale, in *Fluid Web typography*.
5. Week of Feb. 16: Cascading Style Sheets (CSS)
6. Week of Feb. 23: Interactivity; evolution of Web publishing technology
Read:
Negrino, T. & Smith D. (2007). Ch1: Getting acquainted with JavaScript, in *Javascript & Ajax for the Web* (6th Edition).
7. Week of March 1: Content management systems (CMS)
8. Week of March 8: Audience engagement, information surplus, attention deficit
9. Week of March 15: *Spring break*
10. Week of March 22: Search engine optimization (SEO); social media marketing
Read: Kelly, N. (2013). Ch1, aligning social media strategies to business goals, and Ch 3, social media for brand awareness, in *How to measure social media*.
11. Week of March 29: Digital advertising: Google AdWords and Facebook
Read: Funk, T. (2013). Ch 5, Facebook advertising, in *Advanced social media marketing*.
12. Week of April 5: Ethics of online audience measurement and manipulation

Mid-term exam (April 7)
13. Week of April 12: **Final project proposal due (April 12)**

14. Week of April 19: Project development
15. Week of April 26: **Final project due (April 28)**
16. Week of May 3: Peer review and finalization of projects

J334J/J395 Student Information Form

1. Name: _____
2. Sophomore/Junior/Senior/Graduate/Other _____
3. List any other new media- or web-related courses you've taken or are taking:
4. 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. Video editing (Final Cut Pro/iMovie/Premiere) _____
 - j. Javascript _____
 - k. Other programming language _____
 - l. Blogger.com _____
 - m. Wordpress _____
 - n. Tumblr _____
 - o. Drupal _____
 - p. Google Analytics _____
 - q. Google AdSense/AdWords _____
 - r. Search Engine Optimization _____
 - s. Mobile app development _____
5. What do you expect of this course?
6. Are you willing to commit to becoming well versed in Web publishing?
Yes / No / Don't Know
7. Do you have any concerns about taking this course? If so, what are they?