

English 5410 – Fall 2009

Designing and Developing Internet Genres

Instructor: **David Hailey**

Time: **Tuesday and Thursday 12:00 – 1:15 PM**

Office Hours: **Tuesdays 1:30 – 3:00 PM; Thursdays 9:00 – 10:00 AM**

Office: **RBW 313**

Office Phone: **797-2741**

Cell Phone (for emergencies): **757-9646**

Home Phone (for emergencies): **258-5233**

Expectations in this Course:

The undergraduate professional and technical communications committee has established expectations of students completing this course. They are as follows:

- Select strategies and solutions to address unique client/user/customer needs.
- Present information in an ethically responsible manner.
- Understand markup language production and editing, (competent in both XHTML coding and Dreamweaver authoring, and informed in XML processes).
- Create functional digital publications (e.g., Websites, tutorials).
- Produce work that implies a comprehensive understanding of metadata, file management, and other subtleties – these are the differences between amateur and professional work.
- Recognize the difference between boilerplate and plagiarism.

In addition, I will expect students to learn to demonstrate decision making and problem solving skills at both strategic and tactical levels.

Students who complete this course should be able to understand and meet these expectations.

Occasional Student Lapses:

During workshop periods, students sometimes lapse into extended conversations, playing computer games, writing emails to their friends, doing work for other classes, or reading unrelated material. Such lapses impact your attendance grade (but only when I can remember your name).

For Students with Disabilities:

The Americans with Disabilities act states: “Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program.” If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center (797-2444), preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative format, large print, audio, diskette, or Braille.

Plagiarism

Plagiarism is the process of using the creativity (including ideas) of others without attribution. We will need to discuss this during class, because technical writers frequently use the work of others without attribution. The key is to know who owns the ideas and texts being used.

In technical communication, taking someone else’s code or art without proper attribution is Plagiarism. This is avoided with appropriate use of metadata.

ABOUT THE PROJECTS

You will begin work on three projects at the beginning of the semester. They will be due near the end of the semester – scary, I know, but you will know how you are doing for the whole semester.

We will look at design issues during the early phase of your projects. Here you will brainstorm ideas and identify your approaches. You will know that I like your design ideas before you even start.

One of the projects will be a digital portfolio. This will be a project for my class and capstone (if you are doing a capstone class).

One project will be a tutorial that includes video and screen captures. You will do this in teams. I will work personally with the teams, and they will be using the very latest hardware and software, so I expect nothing less than professional quality work .

The third project is a brand new website that will actually be posted on a professional server. We will work on this as a class.

ABOUT THE TEAMS

We will put together tiger teams early in the semester. You will work with the same team for the entire semester. I don't do any of those cute things like have you grade each other. But this is the one place you can commit the sin that will allow you to fail the course. I keep an eye on who is doing what for the group. I recognize that not everybody can do the most work, but if I see you letting your group down, I will give you a warning. If at the end of the semester, you have been a drag on your team, do not expect a great grade.

ABOUT MY TEACHING

Many of you already know that my approach to these classes is unusual. I use a model called "cognitive apprenticeship." The idea is to make the class as much like a workplace as possible. That means there will be a certain amount of chaos. Mostly, I will provide a tutorial on Tuesday, where I will show you how to do different things. Then on Thursday I will have you attempt the things I show you Tuesday.

I am not assigning any homework. On the other hand, I expect you to work with me in my office on your group projects. We will have to schedule additional time above and beyond class time.

GRADES

Attendance, quizzes – 20%

The rest of the grade is equal to the total of all of your projects and your participation in your teams.

COURSE SCHEDULE

Week 1: File Management and Metadata

August 25

- Syllabus Explicated
- Discussion of Most Important Skills and Talents.
- Creation of Tiger Teams
- Introduction to the Main Project
 - Online Journals.
 - Researching and Writing for online journals.

August 27

- Setting up a site.
- File Management in general terms.
- File Management for a specific professional project.

Workshop: producing three effective file management systems for your projects.

Week 2: Introduction to the Fun Stuff

September 1

Demonstration: Introduction to Photoshop

- Moving images around.
- Controlling image file size.
- Introducing Adobe TV.
- Understanding image file management.
- Manipulating images.
- Using Filters.
- Using image adjustments.

September 3

Workshop: Photoshop projects. Email them to me at the end of class.

Week 3: Now the Really Hard Stuff

September 8

- CSS and XHTML explicated.
- Tagging demonstrated

September 10

Workshop: Creating your own XML and XHTML docs. Email them to me at the end of class.

NOTE: I do not expect you to understand what is going on at this point, but you might as well jump into the deep end. It will make more sense later.

Week 4: Relax a Bit

September 15

- Introduction to Dreamweaver.
- Site creation and management.
- Document management.
- File management.

September 17

Workshop: Prepare and FTP a website to a Web hosting service.

Week 5: Introduction to Tutorials

Week of September 21 -- 25

- Introduction to Adobe TV.
- Using Camtasia.
- Discussion of video cameras.
- Discussion of video codices.
- Introduction to Adobe Premier.

NOTE: This will occur in my office in individual team tutorials. Schedule two different one-hour segments for each team. We will have no formal class meetings this week. It is up to you to find appropriate times we can meet.

Week 6: Introduction to Document Design and Production Management.

September 29

- Planning for deadlines.
- Establishing expected workflow.
- Establishing expected budgets.
- Who does what in website development?

October 1

- Introducing relevant online journals.
 - Brainstorming your projects.
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Week 7: Rapid Prototyping and Testing Your Ideas

October 6

- Visualizing a finished project
- Documenting your progress – progress reports.

October 8

Workshop: Work on your project. Specifics to come.

Week 8: The Many Tests You Should Do

October 13 -- Production

- User preference – how do people like your design?
- Usability – how is the navigation?
- Reader cognition – what do they take with them?
- Reader cognition – how do they feel about it?
- Documenting your progress – progress reports.
- The many different tests you should do.

October 15 – Post-Production

- Reader surveys
 - Web analytics
 - Google analytics
 - Landing page optimization
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TESTING AND PRODUCTION

Week 9 & 10: Working on your projects.

October 20, 22, 27 – Topical discussion and workshop

Week 11: Teacher Student Conference.

November 1 through 6 meet with me to demonstrate your progress in your three projects.

Week 12 & 13: Working on your projects.

November 10, 13 – Topical discussion and workshop.

Week 14: Introduction to XML and XML Technologies.
