



NORTHWEST

MISSOURI STATE UNIVERSITY

MARYVILLE | KANSAS CITY

School of Communication & Mass Media

20936 MMED 20303-01

Introduction to Web Publishing

3 Credit Hours

Spring 2023

Instructor: Ellie Yang

Email: eyang@nwmissouri.edu

Office Hours: Tuesday 3:30 – 5:50 pm

Office: 239 Wells Hall

Phone: 562-1618

Appointments: To make an appointment, go to

<https://calendly.com/eyang-1212/15-min-zoom-meeting>

Meetings are Zoom by default but can be in person per your request.

This scheduler is only valid for meetings that are scheduled more than 5 hours in advance.

No office hours during holidays or breaks.

Textbook and supplementary materials:

Textbook

Above the Fold, Revised Edition, Brian Miller, 2016

Supplementary reading

The Art of SEO, 3rd Edition, O'Reilly Media, 2015

Internet Access

There are some weeks when the reading materials are not from the textbook and can be accessed in an electronic course packet. You can download these readings from the class CANVAS page.

Course description:

This introductory course will examine the foundations, concepts, strategies, and operations of web publishing. This course will examine the real world of web activities and present the breadth as well as depth of the field.

Student learning outcomes:

<u>Student Learning Outcomes (NW Core)</u>	<u>Assessment Methods</u>
An ability to analyze a problem, and to identify and define the requirements appropriate to its solution.	Learn how all business, design and engagement strategies combine to fulfill Search Engine Optimization (SEO) goals. Understand the business elements that enable web sites to be both credible and successful.
An ability to create and conduct a simple usability test and/or evaluation.	Understand the methods of increasing user engagement. Understand and apply the unique needs of online content management and content speed. Quizzes/Activities
An ability to make informed judgments based on legal and ethical principles.	Apply ethical decision-making principles to Internet publications.
An ability to design, implement, and evaluate a computer-based solution to meet a given set of requirements in the context of the discipline.	Group projects

Instructional methods:

This class is typically scheduled and designed as an in-person class; however, we are moving to a blended format and many of the materials and assignments are delivered electronically. Additionally, I will share materials, including readings, assignments, feedback, and more through our course CANVAS site. Check regularly for updates! If you have questions about the materials or an assignment, please post your question to the Questions and Answers discussion forum on CANVAS. If your question is about your work or does not pertain the course generally, please email me directly (eyang@nwmissouri.edu).

This course centers around the basic understanding of the advertising field. We will complete multiple projects that include analysis, planning, development, and more. To successfully complete this course, students will do the following:

- Read assigned chapters.
- Watch additional media.
- Participate in discussion topics.
- Participate in assigned group projects.
- Complete quizzes and exams.
- Complete project reports and reflections.

Graded course requirements:

Quiz, Discussion and Class Participation (30%)

There will be **two quizzes and two online discussions** on readings and course content on CANVAS. Discussion assignments are designed so we can ask questions, consider possibilities, and develop a better understanding of course concepts. To help develop the skills needed for larger projects, there will be a variety of activities and ‘practice’ assignments that focus on a narrow set of concepts. These practice assignments will help you practice your creative/analytical skills and become more familiar with specific tools and techniques. Your performance in class discussions will be evaluated as well.

Class participation includes your record of attendance. You are expected to attend all class sessions. You are fully responsible for all the lecture materials and will be given credit for participating in lectures via Top Hat. Another part of your participation score will be based on your performance in sections.

Group Assignment 1: Content, Popularity & Traffic Assignment (15%)

In a small team, you’ll analyze LaurenBateman.com for content, traffic, and popularity factors. Then, your group will write an analysis of how the website design appeals to the target audience, as well as what are the advantages and disadvantages of its current utility. Concepts or terminology learned from the lecture and reading chapters are suggested to be applied.

Group Assignment 2: Usability Field Test (15%)

For this assignment, your group will be asked to conduct two “field” usability and open card sort tests for LaurenBateman.com, using pre-determined tasks.

Find three reasonable testers: People who reasonably fit the task scenario and who are willing to participate.

Conduct each test following the guidelines covered in class and following the tasks and usability test script provided.

Group Project Peer Evaluation and Self-Reflection (10%)

The peer evaluation will be an evaluation of your contribution and performance on the group project by the rest of the members of your group. At the end of the final exam, each group member will fill out an evaluation of all other group members, excepting themselves. Additionally, you will write an accompanying reflection in which you discuss the merits and flaws of your proposal and the process you went through.

Midterm exam (15%):

The midterm it will take place in class during the eighth week. You will have 60 minutes to complete the exam. It will require Lockdown Browser.

Final exam (15%):

The final exam will be taken in-person and will be scheduled based on the school policy in the final week.

Grading scale:

There is no curve for grading. Rather, grading is based on a point-system in which you work toward 260 total points. They are distributed as follows:

Components	Number of Points	Percentage
Two Quizzes (5 points each)	10	10.0
Group Assignment 1	10	15.0
Group Assignment 2	10	15.0
Peer Evaluation and Self-Reflection	10	10.0
Two CANVAS Discussions (5 points each)	10	10.0
Class Attendance and Participation	10	10.0
Midterm Exam	100	15.0
Final Exam	100	15.0
Total	260	100.0

We encourage you to keep track of your performance based on this point allocation system. This allows you to be aware of your grades throughout the semester and adjust your study strategies if you're dissatisfied with it. The following breakdowns are used to assign letter grades to your performance in this course:

Letter grades in this course

Letter Grade	Percentage
A	90%-100%
B	80%-89%

Letter grades in this course

Letter Grade	Percentage
C	70%-79%
D	60%-69%
F	<60%

Extra Credit

Additional extra-credit opportunities may be announced during the semester (Students can participate in a maximum of three additional extra credit opportunities worth 1 point per opportunity).

Course outline/major topics studied:

Note: Course schedule is subject to change with instructor notification and students will be responsible for abiding by these changes. You are highly encouraged to check weekly schedule on CANVAS under the tab "module" for the assignment due date.

Dates	Lecture	Readings	Assignments
Week 1 Thursday, 1/12	Course overview and introduction	Course syllabus (on CANVAS)	Group bonding
Week 2 Tuesday, 1/17 Thursday, 1/19	Success and credibility factors of web sites	Chapter 1 from the textbook <i>Above the Fold</i> ("Web Site Planning")	
Week 3 Tuesday, 1/24 Thursday, 1/26	Success and credibility factors of web sites	Chapter 2 from the textbook <i>Above the Fold</i> ("Elements of Usability")	Quiz 1 (Due on Sunday midnight, 1/29)
Week 4 Tuesday, 1/31 Thursday, 2/02	Success and credibility factors of Websites	Chapter 3 from the textbook <i>Above the Fold</i> ("Space, Grids & Responsive Design")	

Week 5 Tuesday, 2/07 Thursday, 2/09	User experience	Chapter 4 from the textbook <i>Above the Fold</i> (“Anatomy of a Web Page”)	Online discussion 1 (Due on Sunday midnight, 2/12)
Week 6 Tuesday, 2/14 Thursday, 2/16	User experience Thurs. 2/16 - Focus on Group Assignment 1. The lecture time will be booked in advance for team meeting with the instructor.	Chapter 5 from the textbook <i>Above the Fold</i> (“The elements of Web Design”)	
Week 7 Tuesday, 2/21 Thursday, 2/23	User experience Midterm exam review (on CANVAS): 2/23	Chapter 6 from the textbook <i>Above the Fold</i> (“Web Typography”)	Group Assignment 1 Due on Sunday midnight, 2/26
Week 8 Tuesday, 2/28 Thursday, 3/02	Midterm exam: Tuesday 2/28 (BRING FULLY CHARGED LAPTOP)	No reading this week	
Week 9 Tuesday, 3/07 Thursday, 3/09	Spring Break		
Week 10 Tuesday, 3/14 Thursday, 3/16	Marketing & Search engine optimization Thurs. 3/16 - Focus on Group Assignment 2. The lecture time will be booked in advance for team meeting with the instructor.	Chapter 1 from the book <i>The Art of SEO</i> The material can be accessed on CANVAS.	Quiz 2 (Due on Sunday midnight, 3/19)
Week 11 Tuesday, 3/21 Thursday, 3/23	Search engine optimization	Chapter 2 from the book <i>The Art of SEO</i> The material can be accessed on CANVAS	
Week 12 Tuesday, 3/28 Thursday, 3/30	Search engine optimization	Chapter 3 from the book <i>The Art of SEO</i> The material can be accessed on CANVAS.	Group Project 2 Due on Sunday midnight, 4/02

Week 13 Tuesday, 4/03 Thursday, 4/06	Integrative marketing of web publishing and search engine optimization	Chapter 11 from the book <i>The Art of SEO</i> The material can be accessed on CANVAS.	
Week 14 Tuesday, 4/11 Thursday, 4/13	Packing information for a web design proposal	Chapter 15 from the book <i>The Art of SEO</i> The material can be accessed on CANVAS	Online discussion 2 (Due on Sunday midnight, 4/16)
Week 15 Tuesday, 4/18 Thursday, 4/20	The future of web publishing & creative messaging	Reading materials on CANVAS.	
Week 16 Tuesday, 4/25 Thursday, 4/27	Final exam review (Tuesday, 4/25) Final exam workday (Thursday, 4/27)	No reading this week	Peer evaluation and self-reflection (Due on Sunday midnight, 4/30)
Week 17 – Final Week	The time and location will abide by the school policy.		

Attendance:

Due Dates

Class assignments are due according to the assignment due date.

Late work when accepted will receive a 20% grade reduction for each day after the deadline.

Late group reports do not receive the same full feedback as on-time papers.

No emailed assignments will be accepted. Instructor cannot accept emailed proofs of assignments. If you'd like to discuss your assignments with the instructor, please make an appointment.

No assignments are accepted after the final exam.

Students are expected to attend all classes as specified in the course syllabi for each course. It is the responsibility of each student to promptly notify the instructor when

unable to attend class. If you cannot attend class, you are responsible for covering missed material (check Canvas, talk to peers, meet with instructor, etc.). **Absences, on their own, do not justify late submissions.** If you are unable to submit work on time, you must make timely arrangements with me (before the deadline or immediately following an absence) or receive a 0. While I will work with you as best I can, keep in mind that some activities and assignments cannot be recreated or extended (discussions, presentations, etc.). Please refer to [the university policy on attendance](#).

Exams:

Exams that are missed can only be made up by students with an excused absence; arrangements must be made and confirmed by instructor prior to the start time of the exam. Excused absences are those for which the student presents proper verification. Personal illness should be verified by a statement from Wellness Services or a personal physician. A personal crisis should be discussed with and verified by the Assistant Vice President for Student Affairs, Dr. Kori Hoffman, 660-562-1226, khoff20@nwmissouri.edu.

If an emergency occurs that prevents the administration of a course scheduled final examination, the final course grades will be calculated based on the work in the course completed to that point in time and the faculty member's considered judgment. Final exams will not be rescheduled, and a grade of "I" will not be given as a result of an institutional cancellation of a final examination. This final exam policy does not apply to online courses.

Administrative drop:

An instructor may request the Office of the Registrar delete a student from a course roster if the student has not met the prerequisite for the course as stated in the catalog, or as a result of non-attendance in the course.

Academic administrative withdrawal:

When it is in the best interest of Northwest Missouri State University for a student to withdraw, a student will be given a W, put on administrative hold, and given notice that they are about to be withdrawn. This action will result in removal of all credits associated with courses that have yet to be completed in the semester in question and the student will be administratively withdrawn from the University. An Administrative Withdrawal does not affect the student's grade point average. Please refer to Northwest Missouri State University's Academic Administrative Withdrawal Policy at: <https://www.nwmissouri.edu/policies/academics/Adding-Dropping-Withdrawals.pdf>

University communications

Students are expected to use their Northwest student email account for any electronic correspondence within the university. Students are also strongly advised to check their email and CatPAWS accounts on a regular basis.

Academic integrity policy

The students, faculty, and staff at Northwest endeavor to sustain an environment that values honesty in academic work, that acknowledges the authorized aid provided by and intellectual contributions of others, and that enables equitable student evaluation. Please refer to Northwest Missouri State University's Academic Integrity Policy at <http://www.nwmissouri.edu/policies/academics/Academic-Integrity.pdf>

Learning or living accommodations request process

Northwest Missouri State University complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 [ADA] and the ADA Amendments Act of 2008 [ADAAA]. If a student has a documented disability that qualifies under the ADA/ADAAA and requests accommodations, they should review the Accessibility and Accommodations webpage at <https://www.nwmissouri.edu/titleixequity/accessibility/index.htm> for guidance, including the accommodations application and supporting documentation requirements. Contact ada@nwmissouri.edu or 660.562.1873 for further assistance. For the university policy on disability accommodation refer to <http://www.nwmissouri.edu/policies/student/Disability-Accommodation.pdf>

Non-discrimination and anti-harassment policy:

Northwest Missouri State University is committed to maintaining an environment for all faculty, staff, students, and third parties that is free of illegal discrimination and harassment. Please refer to the Non-Discrimination and Anti-Harassment Policy at <https://www.nwmissouri.edu/TitleIXEquity/titleix/>

Family education rights and privacy act (FERPA) policy:

Family Educational Rights and Privacy Act of 1974, as amended (commonly known as the Buckley Amendment), is a federal law which provides that colleges and universities will maintain the confidentiality of student education records. Please refer to the Family Educational Rights and Privacy Act (FERPA) Policy at <http://www.nwmissouri.edu/policies/academics/Family-Educational-Rights-and-Privacy-Act.pdf>

COVID-19 classroom mitigation:

Northwest is committed to the health and safety of the University community. Face coverings are required in all instructional spaces (classrooms/labs/studios) for all students and faculty until campus vaccination and infection data allow the university to direct otherwise. Should a non-vaccinated faculty member or student make close contact with a symptomatic, COVID-19 positive student, they will be asked to quarantine and not enter University facilities (unless otherwise instructed by University Wellness) or attend class until that quarantine period is over. Faculty will provide means for students missing class because of COVID-19 quarantine or isolation to keep up with course work, but students must communicate with faculty and adhere to the quarantine/isolation start and end dates. All other illnesses or absences for personal reasons will be handled as they were before the pandemic. Northwest further asks all students and faculty to practice good hygiene and not enter University facilities or attend face-to-face classes when they feel sick. Students who do not comply with these requirements will be subject to standard disciplinary procedures according to the Northwest Student Code of Conduct (i.e. verbal and written warnings followed by a hearing, if necessary). We thank you for doing your part to maintain our learning environment and to protect the health of fellow Bearcats.

Change in Course Delivery:

It is our goal as a University to continue all courses as planned on campus. However, due to unforeseeable impacts of COVID-19 and its variants, faculty and students must be prepared to adjust course formats or mitigation strategies anytime during the semester, either permanently or for a short term. The University and faculty will communicate with students in the event such action is deemed necessary to preserve the health and safety of students and employees.

Quarantine checklist:

YOUR to do List:

- Call 911 if you experience difficulty breathing or a change in your level of consciousness.
- Contact Wellness Services at 660.215.8573 with questions. You may text or call between 7 a.m. and 7 p.m. If you have an emergency outside of these hours, contact UPD at 660.562.1254.
- Notify all of your instructors of your absence and predicted date of return. They will assist you in your coursework by providing information on their strategies for distance learning. Please ensure that you have your laptop, notes, textbooks, and other necessary course materials when you enter into quarantine. Lack of engagement in your coursework during quarantine will likely result in lower grades or failure. When communicating with your instructors, you may provide them with the reason you cannot be in the classroom, but you are not required to do so.
- Stay away from all people.
- You must talk with a Wellness Services staff member every few days, either by phone, text, Zoom or Skype. If you develop COVID-19 symptoms, you **MUST** notify Wellness

Services immediately. It is important for your wellbeing that Northwest maintains contact with you. We want to know you are doing okay, answer any questions you have, check for symptoms and assist with your needs.

Behavior and Wellness:

Northwest focuses on student success—every student, every day.

The Wellness Center, 660.562.1348, offers free counseling for students coping with depression, anxiety, alcohol or drug misuse, relationships, and other emotional, social, and academic stressors. In addition, faculty, staff, and students who are concerned with student wellbeing can report their concerns, including anonymously, to the Behavioral Intervention Team, so that the student can be offered relevant support, at this link:

[Concerning Behavior Reporting Form](#). If you are concerned about the immediate safety of a student, please call the University Police, who have specialized training in intervention, at 660.562.1254.

Disclaimer:

Course schedule is subject to change and you will be responsible for abiding by any such changes. Your instructor will notify you of any changes.