

**BACHELOR OF APPLIED ARTS (MEDIA STUDIES)
DIPLOMA IN MEDIA COMMUNICATIONS**

**Section(s):
MDST 4250**

INSTRUCTOR NAME (First & Last):	Nick Farnell	
PHONE NUMBER:	416-798-1331	ext.
FAX NUMBER:	416-798-2887	
EMAIL (Guelph Humber):	nick.farnell@guelphhumber.ca	
OFFICE:	GH408	
OFFICE HOURS:		
PROGRAM HEAD:	Jerry Chomyn	
EMAIL AND EXTENSION:	jerry.chomyn@guelphhumber.ca ,	ext. 6267
ACADEMIC ADVISOR:	Nasreene Corpuz	
EMAIL AND EXTENTION:	nasreene.corpuz@guelphhumber.ca ,	ext. 6078
GUELPH HUMBER WEBSITE:	www.guelphhumber.ca	

Course Title:	Web Design for Digital Communications III
Pre-requisite(s):	MDST 3350
Co-requisite(s):	None
Restriction(s):	None
Credits:	0.50
Course Website (If applicable):	http://www.onlineguelphhumber.ca/
Method of Delivery:	Lecture, Demonstration, In-class exercises

Calendar Description

In this course students will arrange, write and update blogs. They will also study how small-to-medium sized organizations operate sophisticated Web sites through open source content management systems (OSCMS). In addition, students will also learn to install, configure, and operate a Web site for a proposed organization using an OSCMS.

Course Learning Outcomes

On completion of this course the student will be able to:

1. Determine the appropriate information architecture for a Web site.
2. Design the navigation to support the information architecture.
3. Install and configure a Weblog or Blog.
4. Install and configure an OSCMS.
5. Decide on the appropriate content.
6. Determine the best means to keep the Web site up to date.
7. Decide on the tone and voice for that content.
8. Test the usability of the Web site and evaluate its effectiveness.
9. Properly document the production of the Web site.
10. Plan the Web site before launching it.
11. Present their proposed Web site to a critical audience.
12. Evaluate existing Web sites and interfaces in light of user experience and business objectives.

Learning Resources

Required Textbook(s):

Title:
Author:
Edition:
Publisher:
***ISBN:**

Title:
Author:
Edition:
Publisher:
***ISBN:**

Title:
Author:
Edition:
Publisher:
***ISBN:**

Supplementary Text/Other:

Title: Content Strategy for the Web
Author: Kristina Halvorson
ISBN: 978-0-321-62006-4

Title: Managing Web Projects
Author: Edward B. Farkas

ISBN: 978-1-4398-0495-7

Title: Communicating Design

Author: Dan M. Brown

ISBN: 978-0-321-71246-2

Title: Usability for the Web

Author: Tom Brinck, Darren Gergle, Scott D. Wood

ISBN: 1-55860-658-0

Title: Web Analytics 2.0

Author: Avinash Kaushik

ISBN: 978-0-470-52939-3

Course Schedule

Week(s)/ Lesson/ Date	Topic	Reading(s)/ Activities
1	Introduction to Content Management	Lecture Create Blog
2	Strategic Planning in Digital Media	Lecture
3	Project Management	Lecture Planning Doc Assigned
4	Content Strategy	Lecture Assn 1-A
5	Installing an Open Source Content Management System	In Class Demo Assn 2-A
6	Configuring an Open Source Content Management System	In Class Demo Assn 2-B
7	Information Architecture	Lecture

		Assn 1-B
8	Website Usability	Lecture Assn 1-C
9	Leveraging Social Media	Lecture
10	Adding Interactivity to an Open Source Content Management System	In Class Demo Assn 2-C
11	Analyzing Web Traffic	Lecture Assn 1-D
12	Final Presentation	Presentations
Final Exam Period – please check www.guelphhumber.ca for exam schedules		

Evaluation and Due Dates

Students will be evaluated in this course through:

Participation and in-class exercises	10%
Planning Documents	10%
Final Weblog	25%
Final Web site	25%
Final Presentation	30%
 Total	 <u>100%</u>

NOTE: All final exams are 2 hours in length and will be scheduled by Registrarial Services and available online at <http://guelphhumber.ca/registrar/schedules>

Instructor Notes

Academic Policies

Important University of Guelph-Humber Academic Regulations

It is the student's responsibility to be familiar with the University's Policies and Academic Regulations. These policies can be found at: <http://www.guelphhumber.ca/registrar/policies>

NOTE: The University of Guelph-Humber Undergraduate Calendar states "Students need to remain aware that instructors have access to and the right to use electronic and other means of detection."

Accordingly, instructors may decide to use originality checking services, such as Turnitin.com, to ensure that submitted work conforms with the university's Academic Misconduct policy. Students will be notified of such a requirement in advance by the instructor. More information on Academic Misconduct is included below in this outline.

Drop Box Policy

If late submissions are permitted by the late policy of this course outline, such assignments submitted after the due date must be electronically date stamped and placed in the secure assignment drop box, located on the second floor in the Learning Commons.

Academic Integrity / Academic Honesty

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

University of Guelph-Humber students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students should also be aware that if they find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals, (instructors, Program Advisor) and follow the available procedures for academic consideration outlined in the University's calendar.

Grading Procedures

Feedback to students on work completed or in progress is an integral part of teaching and learning in that it allows students to measure their understanding of material and their progress toward achieving learning objectives. Feedback often goes beyond grading and should be an indication of the standard a student has achieved and should include comments on the particular strengths and weaknesses of a student's performance. While the nature and frequency of such feedback will vary with the course, the University of Guelph-Humber is committed to providing students with appropriate and timely feedback on their work. Faculty members are urged to provide meaningful feedback (approximately 20% of the total course evaluation is the standard), prior to the 40th class day. This is the last day that students are permitted to drop classes without incurring any academic penalties.

Grades

The assignment of grades at the University of Guelph-Humber is based on clearly defined standards, which are published in the Undergraduate Calendar for the benefit of faculty and students. The definitions for each of the numerical grade range (letter grades) follow:

80 - 100 (A) Excellent. An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.

70 - 79 (B) Good. A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.

60 - 69 (C) Acceptable. An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.

50 - 59 (D) Minimally Acceptable. A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.

0 - 49 (F) Fail. An inadequate performance

Missed Final Exams / Deferred Privileges

When students do not write a required final examination, complete a final assignment, or complete a work term report prior to the last class date, they must request Academic Consideration to be considered for a deferred privilege. When granted, a deferred privilege

allows a student the opportunity to complete the final course requirements after the end of the semester, but during established timelines.

Please note that faculty members do not grant deferred privileges. Faculty can only grant academic consideration for work that is due during the semester and cannot grant extensions beyond their deadline for submission of final grades.

The nature of the deferred privilege may take the form of either a deferred condition or a deferred examination. The Admissions and Academic Review Sub-Committee grants deferred privileges on the basis of **medical, psychological** or **compassionate** consideration. Please see your Admission and Program advisor for details.

Accommodation Procedures

Students will identify themselves to Services for Students with Disabilities and, where required, provide appropriate documentation of their need. Where appropriate, students will inform individual instructors of their disabilities and academic accommodations required, by distributing the "**Memo to Faculty**".

When students require test accommodations, they will:

- Remind instructors at least **one week in advance** of each test or as soon as possible, that they require test accommodations
- Book the test date and time in the DS office or make the appropriate arrangements to write in the Test Centre at least one week in advance of each test, or as soon as possible.

Students with special needs are accommodated through Humber ITAL Services for Students with Disabilities. Students should make themselves familiar with the policies relating to special accommodations by visiting the website at: <http://www.humber.ca/disabilityservices/>

Late Assignment Policy

Assignments and essays **will only be accepted in class**. If you are submitting a late assignment, it must be date-stamped and placed in the drop-box. **Late essays and assignments will be penalized 2% in the first day and 4% daily afterwards, if handed in late without a valid reason. After the period of 7 days no assignments or papers will be accepted.**