Instructor: Mary Beth West  
Office Hours: By Appointment  
Contact Information: mross15@vols.utk.edu

COURSE DESCRIPTION

INSC 598 Web Design provides hands-on experience with latest website design tools and techniques as well as a theoretical insight into emerging trends and techniques. Emphasis is on understanding the basics of web design, website creation and evaluation.

STUDENT OUTCOMES:

Students who complete this course will be capable of demonstrating awareness, knowledge, and/or understanding of the following:

1. Apply Web design concepts and techniques to plan, create, test, publish, and manage Web sites.
2. Acquire XHTML (Extensible Hypertext Markup Language) website development skills.
3. Acquire CSS (Cascading Style Sheets) web development skills.
4. Compare & contrast various web development tools and demonstrate knowledge of differences between hand coding and visual development of websites.
5. Demonstrate basic knowledge of evaluating websites and conducting usability testing.
6. Demonstrate knowledge of tools that make websites effective.
7. Explain and describe techniques to improve search engine optimization.
8. Explain and discuss Responsive Web Design.

COURSE DESIGN

The course adopts an active learning approach. Students are required to complete all required readings, attend all class lectures, complete graded activities and assignments, and participate in all class activities, including teacher-led and student-led discussions, and small-group and individual activities. All required readings are listed in the Course Outline section of this syllabus. Optional readings are also provided. While not required, you may find it helpful to consult these optional readings when completing select assignments.
This online course consists of a synchronous, live class meeting component and an asynchronous component with various learning activities. Each week, we will meet online using the Zoom platform for 1 hour and 15 minutes. Before each class meeting, you will complete specially designed learning activities (such as online discussions and watching lecture videos) that will also take approximately 1 hour and 15 minutes. All activities are listed in “Modules” on the Canvas course site.

The sessions of this course consist of lectures, demonstrations, discussions, individual and group work, exercises, presentations, and other activities. Listening to lectures and participating in class discussions are essential to effective learning. Be sure to watch the lecture playback on the class video channel (check our Canvas course site for the link) if you have to miss a class.

**REQUIRED TEXTS:**

There is no textbook to purchase for this course. Assigned readings are available through UTK’s subscription electronic journals or on our class Canvas space in pdf format.

**COMMUNICATION**

I am required to communicate with you through your UTK email address. If you prefer to use another address, consult the OIT Helpdesk to obtain directions for forwarding your UTK mail to your preferred address if you don’t wish to check both accounts.

**COMPUTING REQUIREMENTS**

You must have adequate computing skills, including but not limited to use of word processing, Web browsers, e-mail, listservs, Canvas, and Zoom software. You must learn how to submit your assignments using Canvas. The Office of Information Technology (OIT) provides training classes in using varied technologies for students at no charge (advance registration is required).

You must obtain a UT email account and subscribe to the SIS student listserv. In addition, you must have the PowerPoint Reader or the regular PowerPoint software installed on your computer in order to download the lecture notes from Canvas.

**CLASS ATTENDANCE POLICY**

It is assumed that each student be present and speak in class -- the equivalent of a "B" grade for "participation." Missing more classes or failing to participate will lower your grade; frequent participation will raise the grade.

Regular attendance is required and necessary. A substantial portion of your grade will be based on in-class work and participation. Unexplained absences will affect your grade. Contact me as soon as possible if you cannot attend class. If you will be absent from class, you must:

- Inform me in advance or as soon as possible after class
- Submit any work due from the missed class period
- Listen to class recording
- Obtain notes, handouts, etc. from Canvas
- Check with classmates for notes, announcements, etc.

Acceptable reasons for absence from class include:
• Illness
• Serious family emergencies,
• Special curricular or job requirements (e.g., judging trips, field trips, professional conferences),
• Military obligation,
• Severe weather conditions,
• Religious holidays
• Participation in official university activities such as music performances, athletic competition or debate
• Obligations for court imposed legal obligations (i.e., jury duty, subpoena)

Missing more than one class meeting for reasons other than those listed above will have a negative impact on your course participation grade.

**INCLEMENT WEATHER**

“The chancellor (or appointed representative) may officially close or suspend selected activities of the university because of extreme weather conditions. When a decision to close is made, information is distributed to the campus community, shared with local media, and posted on the front page at [http://utk.edu](http://utk.edu) (Hilltopics, p. 55)( [http://hilltopics.utk.edu/files/Hilltopics%202015-16.pdf](http://hilltopics.utk.edu/files/Hilltopics%202015-16.pdf)). SIS will cancel classes when UT is closed. Please check the SIS student listserv ([UTKSIS-L@LISTSERV.UTK.EDU](mailto:UTKSIS-L@LISTSERV.UTK.EDU)) for messages about closing.

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

Students who may need course adaptations because of a disability are welcome to make an appointment to speak with me. Students with disabilities must register with the Student Disability Services, 2227 Dunford Hall, Knoxville, TN 37996-4020, before accommodations can be made. If you require course accommodations but have not contacted Student Disability Services, please call (865) 974-6087 or email [sds@utk.edu](mailto:sds@utk.edu) to inquire about the registration procedure.

**CIVILITY**

Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, graciousness, cordiality, affability, amiability and courteousness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other’s well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus: [http://civility.utk.edu](http://civility.utk.edu/).

**CCI DIVERSITY STATEMENT**

The College of Communication and Information recognizes that a college diverse in its people, curricula, scholarship, research, and creative activities expands opportunities for intellectual inquiry and engagement, helps students develop critical thinking skills, and prepares students for social and civic responsibilities. All members of the College benefit from diversity and the quality of learning, research, scholarship and creative activities is enhanced by a climate of inclusion, understanding and appreciation of differences and the full range of human experience. As a result, the College is committed to diversity and equal opportunity and it recognizes that it must represent the diversity inherent in American society. The
College is acutely aware that diversity and fairness are foundations that unite the College’s faculty, staff, students, and the larger communication and information community.

**INSTRUCTOR STATUS AS A TITLE IX MANDATORY REPORTER**

University of Tennessee faculty are committed to supporting our students and upholding gender equity laws as outlined by Title IX. Please be aware that if you choose to confide in a faculty member regarding an issue of sexual misconduct, dating violence, or stalking, we are obligated to inform the University’s Title IX Coordinator, who can assist you in connecting with all possible resources both on- and off-campus. If you would like to speak with someone confidentially, the Student Counseling Center (865-974-2196) and the Student Health Center (865-974-3135) are both confidential resources.

For additional resources and information, visit titleix.utk.edu.

**ACADEMIC INTEGRITY**

Students should be familiar and maintain their Academic Integrity described in http://hilltopics.utk.edu/files/Hilltopics%202015-16.pdf, p. 15 as: “Study, preparation and presentation should involve at all times the student’s own work, unless it has been clearly specified that work is to be a team effort. Academic honesty requires that the student present his or her own work in all academic projects, including tests, papers, homework, and class presentation. When incorporating the work of other scholars and writers into a project, the student must accurately cite the source of that work.”

Students should abide by the **Honor Statement** described in the same Hilltopics, p. 73:

> “An essential feature of The University of Tennessee is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

**PLAGIARISM**

Plagiarism in any of its several forms is intolerable, and attention to matters of documentation in all written work is expected and required. Inadvertence, alleged lack of understanding, or avowed ignorance of the various types of plagiarism are not acceptable excuses.

**Specific examples of plagiarism are:**

1. Copying without proper documentation (quotation marks and a citation) written or spoken words, phrases, or sentences from any source;
2. Summarizing without proper documentation (usually a citation) ideas from another source (unless such information is recognized as common knowledge);
3. Borrowing facts, statistics, graphs, pictorial representations, or phrases without acknowledging the source (unless such information is recognized as common knowledge);
4. Collaborating on a graded assignment without the instructor’s approval;
5. Submitting work, either in whole or in part, created by a professional service and used without attribution (e.g., paper, speech, bibliography, or photograph).

Students who may be unsure of the nature of plagiarism should consult the instructor or a guide for writing research reports. (Additional resources are available at http://www.lib.utk.edu/instruction/plagiarism.)
Infractions of academic integrity are penalized according to the severity of the infraction but may include a course grade of "F."

ASSIGNMENTS AND GRADING

Student work is assigned a grade based on quality of thought and writing style, thoroughness of research and of references, appropriateness of length, and originality. Only exceptional work will receive an "A" grade. Papers that are received after the due date will be assigned a lower grade than would otherwise be received. All sources must be cited, quotations must be in quotation marks and attributed correctly. Not doing so constitutes plagiarism.

PREPARATION OF WRITTEN WORK

- I prefer that you use either APA or CMS documentation styles.
- All sources must be cited, quotations must be formatted and attributed correctly. Not doing so constitutes plagiarism.
- Grades for assignment submissions that include incomplete in-text citations or reference lists will be lowered by one-half grade level (e.g., an assignment that would have received 17/20, or an 85/100: B, will be lowered to 16/20, 80/100: B-).
- All assignments must be word-processed and include your name, date, and class number (552).

DUE DATES AND LATE ASSIGNMENTS

Assignments should be submitted to the “assignments” area of Canvas and are due (officially) at 11:59 p.m. EST on the due date listed on the syllabus. I will download the submissions from Canvas early the next morning. **I will ONLY download assignments from Canvas ONCE.** Therefore, if your assignment is not ready by the deadline...

- You must send me an email informing me that your assignment will be late. **Not doing so will result in a one-point deduction for each day I don’t hear from you.**
- When it’s ready, you must submit it to me via email, as an attachment
- One point will be deducted for each 24-hour hour period the assignment is not turned in.

INCOMPLETES

Based on adopted University of Tennessee-Knoxville and SIS policy, a grade of / (Incomplete) is reserved for emergencies that prevent the student from completing the course on time. Incompletes are granted only under “the most unusual of circumstances” and solely at the discretion of the instructor. Plan your semester’s course of study carefully to insure sufficient time to complete the required work.

For students who simply "disappear" without contacting the instructor and without completing the required form, an "F" is submitted.

ASSIGNING GRADES

Please note that I do not assign letter grades for individual assignments, but will mark your paper with my comments and provide a point score based on the possible points earned for that assignment. If you’d like to compute a letter grade based on the score provided, divide your score by the total points possible for the
assignment and refer to the scale on pp. of the syllabus for the corresponding letter grade. For example, if you earned 23/25 points on an assignment, your percentage grade would be 92. Your final grade will be based on total points earned/total possible points over the course of the semester.

**GRADING DISPUTE**

Grading by its very nature is a subjective process, and it is virtually impossible to design exercises that can be objectively quantified with precise numeric scores. If you need clarification for the grade you receive, please make your request immediately after the distribution of the assignments; after one week, the grades reported to you are final.

**EVALUATION**

Semester grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93≤</td>
<td>(4 quality points per semester hour) superior performance.</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.99</td>
<td>(3.7 quality points per semester credit hour) intermediate grade performance.</td>
</tr>
<tr>
<td>B+</td>
<td>88-89.99</td>
<td>(3.5 quality points per semester hour) better than satisfactory performance.</td>
</tr>
<tr>
<td>B</td>
<td>83-87.99</td>
<td>(3 quality points per semester hour) satisfactory performance.</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.99</td>
<td>(2.7 quality points per semester credit hour) intermediate grade performance.</td>
</tr>
<tr>
<td>C+</td>
<td>78-79.99</td>
<td>(2.5 quality points per semester hour) less than satisfactory performance.</td>
</tr>
<tr>
<td>C</td>
<td>70-77.99</td>
<td>(2 quality points per semester hour) performance well below the standard expected of graduate students.</td>
</tr>
<tr>
<td>D</td>
<td>60-69.99</td>
<td>(1 quality point per semester hour) clearly unsatisfactory performance and cannot be used to satisfy degree requirements.</td>
</tr>
<tr>
<td>F</td>
<td>59.99≥</td>
<td>(no quality points) extremely unsatisfactory performance and cannot be used to satisfy degree requirements.</td>
</tr>
<tr>
<td>I</td>
<td>(no quality points) a temporary grade indicating that the student has performed satisfactorily in the course but, due to unforeseen circumstances, has been unable to finish all requirements. An I is not given to enable a student to do additional work to raise a deficient grade. The instructor, in consultation with the student, decides the terms for the removal of the I, including the time limit for removal. If the I is not removed within one calendar year, the grade will be changed to an F. The course will not be counted in the cumulative grade point average until a final grade is assigned. No student may graduate with an I on the record.</td>
<td></td>
</tr>
<tr>
<td>S/NC</td>
<td>(carries credit hours, but no quality points) S is equivalent to a grade of B or better, and NC means no credit earned. A grade of Satisfactory/No Credit is allowed only where indicated in the course description in the Graduate Catalog. The number of Satisfactory/No Credit courses in a student’s program is limited to one-fourth of the total credit hours required.</td>
<td></td>
</tr>
<tr>
<td>P/NP</td>
<td>(carries credit hours, but no quality points) P indicates progress toward completion of a thesis or dissertation. NP indicates no progress or inadequate progress.</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>(carries no credit hours or quality points) indicates that the student officially withdrew from the course.</td>
<td></td>
</tr>
</tbody>
</table>

**COURSE EVALUATION**

You will be invited to evaluate the course at the end of the term. Please participate in this valuable process. I also invite your comments throughout the course and read all comments, suggestions, and recommendations.
ASSIGNMENTS: DESCRIPTION

This table identifies the MSIS Program Outcome(s) addressed in course assignment(s):

<table>
<thead>
<tr>
<th>Assignment</th>
<th>MSIS Program Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 (Website Assessment: Desktop and Mobile)</td>
<td>5, 7, 8</td>
</tr>
<tr>
<td>Assignment 2 (Wireframes and Content Audit)</td>
<td>6</td>
</tr>
<tr>
<td>Assignment 3 (Website Creation: Alpha Site)</td>
<td>6</td>
</tr>
<tr>
<td>Assignment 4 (Website: Usability Evaluation and Assessment)</td>
<td>7, 8, 9</td>
</tr>
<tr>
<td>Assignment 5 (Website: Project Plan through Assessment)</td>
<td>6, 7, 8, 9</td>
</tr>
</tbody>
</table>

This table provides a brief summary of assignment names, due dates, and grade distribution. A fuller description of each assignment follows the table.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 (Website Assessment: Desktop and Mobile)</td>
<td>20</td>
<td>2/1/2019</td>
</tr>
<tr>
<td>Assignment 2 (Wireframes and Content Audit)</td>
<td>25</td>
<td>2/22/2019</td>
</tr>
<tr>
<td>Assignment 3 (Website Creation: Alpha Site)</td>
<td>15</td>
<td>3/15/2019</td>
</tr>
<tr>
<td>Assignment 4 (Website: Usability Evaluation and Assessment)</td>
<td>10</td>
<td>4/15/2019</td>
</tr>
<tr>
<td>Assignment 5 (Website: Project Plan through Assessment)</td>
<td>10</td>
<td>4/25/2019 (Presentations)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5/3/2019 (Deliverable Files)</td>
</tr>
<tr>
<td>Attendance</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Participation</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
ASSIGNMENTS OVERVIEW

Full details for each assignment will be uploaded on the Canvas course site. Please note that not all parts of the assignments are shown below in the following sections.

INDIVIDUAL ASSIGNMENTS:

This course will feature both individual and group assignments. The first two assignments (“Website Assessment: Desktop and Mobile” and “Wireframes and Content Audit”) will both be individual assignments.

For the individual assignments, the primary deliverables will be:

- Assignment 1, “Website Assessment: Desktop and Mobile”
  - Each student will identify a website to evaluate.
    - Discussing:
      - Purpose of site;
      - Content and intention of site;
    - Identifying:
      - How the site was built;
      - Overall structure of design;
      - Suggestions for improvement
- Assignment 2, “Wireframes and Content Audit”
  - Taking their website from Assignment 1, each student will take an assigned number of webpages from the site and create both low-fidelity and high-fidelity wireframes for the site, denoting:
    - Page style;
    - Design style;
    - Interaction style;
    - Content types

GROUP ASSIGNMENTS:

During the first few weeks of the semester, students will be divided into groups; each group will work on a semester-long project. For this group project, students will design, prototype, create, evaluate, and present their created website. Students will work as a team to develop this product by working through a modified website development lifecycle.

The primary deliverables of the group project will be separated into 3 different assignments, each will be due at different times throughout the semester. The primary deliverables will be:

- Assignment 3, “Website: Alpha Site”
  - As a group, the team will work through the process of developing a project plan, the deliverables including:
    - Website goal/intention;
    - User groups defined/concept statements;
    - Design;
    - Wireframes;
    - Prototypes;
    - Website (semi-functional front-end system)
• Assignment 4, “Website: Usability Evaluation and Assessment”
  o As a group, the team will take their created website and conduct a series of end-user interviews, where end-users will walk through a pre-defined set of tasks.
    ▪ The deliverables for this will include:
      • Usability plan;
      • Interview guide;
      • Testing notes (transcriptions, related files);
      • Results

• Assignment 5, “Website: Project Plan through Assessment”
  o As a group, the team will present their website and the final outcomes of their end-user testing.
    ▪ The deliverables for this will include:
      • A presentation – shows concepting through creation, testing, and end product;
      • A website
      • A brief writeup that discusses:
        o Team member responsibilities;
        o All of the deliverables from Assignment 3;
        o All of the deliverables from Assignment 4;
        o What other modifications remain, etc.

COURSE SCHEDULE

The complete, most updated course schedule (topics, readings, asynchronous activities, and due dates) is available on Canvas course site, under “modules”. Asynchronous activities of each week will be available five to six days prior to the due date.

<table>
<thead>
<tr>
<th>Week</th>
<th>Session</th>
<th>Topic</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/10</td>
<td>Introductions, Syllabus, Class Overview</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1/17</td>
<td>Project Management and Design Planning</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1/24</td>
<td>Information Architecture</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1/31</td>
<td>Content Creation for the Web; Writing and Graphics</td>
<td>Assignment 1 (2/1)</td>
</tr>
<tr>
<td>5</td>
<td>2/7</td>
<td>Wireframing and Prototypes</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2/14</td>
<td>Tools for Web Development</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>2/21</td>
<td>HTML / CSS</td>
<td>Assignment 2 (2/22)</td>
</tr>
<tr>
<td>8</td>
<td>2/28</td>
<td>Introduction to Javascript</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>3/7</td>
<td>Web Applications (CMS, Applications, APIs, etc.)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>3/14</td>
<td>Responsive Web Design; Mobile First Design</td>
<td>Assignment 3 (3/15)</td>
</tr>
<tr>
<td>11</td>
<td>3/21</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>3/28</td>
<td>Usability and User Experience</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>4/4</td>
<td>SEO and Google Analytics</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>4/18</td>
<td>Guest Lecture / Presentation Preparation</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>4/25</td>
<td>Final Presentation</td>
<td>Assignment 5 (4/25)</td>
</tr>
<tr>
<td>17</td>
<td>5/3</td>
<td>Finals Week</td>
<td>Assignment 5 (5/3)</td>
</tr>
</tbody>
</table>

DISCLAIMER
Please be aware revisions may be made to this syllabus over the course of the semester, and as such, the content contained within may be subject to change.