Syllabus Spring 2012
Journalism 451: Online Publishing

Class: TR 12:40 PM – 2:50 PM
Instructor: Dr. Shu-Yueh Lee
Office: Sage 3605
Office Hours: 3:00 – 5:00 PM or by appointment
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Course Description

This class focuses on the advanced concepts and mechanics of web publishing. Over the course of the semester, you will be exposed to several different software packages to provide you with the skills necessary to create multimedia web packages. Constant practice is the best way to master software. Lab exercises are emphasized in the class. However, the technology and application of the Web change constantly. To prepare for the continued rapid change of the Web, we also will emphasize the principles of online publishing via studying its way of storytelling, including the elements, forms, limits, and strengths.

Course Objectives

Students will learn the design and creation of interactive web sites.
Students will learn the advanced knowledge and techniques of producing digital
    multimedia elements, including text, image, video, audio, and animation.
Students will use Flash and other software to integrate digital multimedia elements into
    an interactive multimedia package.
Students will develop the knowledge and skill of online storytelling.
Students will develop the knowledge to critique and appreciate multimedia packages.

Prerequisites

Basic computer knowledge and skills are recommended.

Textbooks

Required textbooks:
1. Chun, Russell/Adobe Creative Team, Adobe Flash Professional CS5
    Classroom in a Book.
2. Adobe Creative Team, Adobe Dreamweaver CS5 Classroom in a Book.

Recommended textbook:
    Adobe Creative Team, ActionScript 3.0 Adobe Flash Professional CS5
        Classroom in a Book.

Policies and Responsibilities

Attendance

Class attendance is necessary for you to meet the requirements of this class and obtain the required knowledge of web publishing. You will be expected to attend all class meetings. Each unexcused absence will result in a 5-point deduction from your participation points.

You are expected to show respect to the class. Arriving on time is necessary. **You should turn off mobile phone(s) and should not log into the Internet to check email, facebook, or other online media unless the instructor directs you to do so for the learning purpose.**

Late work

Assignments are due by the start of class on the due days. Late assignments are subject to a penalty of one letter grade for each calendar day after the deadline. If you have medical or family reasons for your late work, you are required to submit proper documentation of the reason for your absence.

Grading Scale

A	**92-100**
A-	**90-91.9**
B+	**88-89.9**
B	**82-87.9**
B-	**80-81.9**
C+	**78-79.9**
C	**72-77.9**
C-	**70-71.9**
D+	**68-69.9**
D	**62-67.9**
D-	**60-61.9**
F	**Less than 60**

Class Requirements

Required Reading
1. Chun, Russell/Adobe Creative Team, Adobe Flash Professional CS5 Classroom in a Book.
2. Adobe Creative Team, Adobe Dreamweaver CS5 Classroom in a Book.

Participation (20 points)

Arrive on time and actively attend the class. Constructive participation is required in this class. Arriving late, using online media/mobile phones, chatting in the class…etc. constitutes rudeness and will result in disciplinary action and deductions of participation points. Attendance is taken at the beginning of class. There are announced in-class activities, unannounced lab exercises, and discussions throughout the course. You will be graded based on your contributions to those activities. Each unexcused absence will result in a 5-point deduction from your participation points. If you miss a class, it is your

responsibility to obtain information covered and learn the materials before you come to the next class.

Students who leave lab early without showing completed work to the instructor cannot expect special consideration outside of class.

Assignments

1. Flash Animation Project (10 points)

Create an original animation that includes at least two different symbols moving. Use drawing tool to create your symbols. Do not use others' graphics, pictures or images.

2. Flash Button Project (10 points)

Create an original animation controlled by at least two buttons. Each button must send the playhead to a different **labeled** frame on the Timeline. Each sequence must have its own stop() action at the end. Each sequence must contain at least one motion-tweened symbol that does not appear in another sequence. You are required to design your own buttons (do not use Button Library in Flash). All buttons must be visible throughout the entire movie.

3. Flash Movie Clip Project (10%)

Create an original animation that includes at least two movie clips. Each movie clip must have its own animation running all by itself. Do not use others' graphics, pictures or images.

4. Flash Photo Presentation Project (10 points)

Take five pictures (pictures should be your original work) and create a series of photo presentation projects. The photos in the projects should share a theme or other relationship. More information will be given on this assignment during the topic of photo presentation.

5. Web site Project (20 points)

Design and create a web site. Your web site project must be created via Dreamweaver and upload into a server (such as TitanFiles). This web site must include navigation menus, texts, links (both internal and external), images, Flash movies and perhaps other media formats. You will be graded based on the content, overall appearance, the ease in browsing and use. For your web site project, only upload your URL address into D2L.

6. Interactive Multimedia Final Project (Group Project, 20 points)

You are required to form or join a group (4-5 members per group) to complete a Flash-oriented project on a subject of your choice. This Flash-oriented project should be an interactive multimedia project that allows users to have certain degree of control.

All assignments and lab exercises are required to upload to D2L drop box. All Flash assignments will be graded based on the required components and the overall quality in terms of aesthetic, informational appealing, and/or entertaining (please see the

assignment grading guide for detailed information). For Flash projects, please upload FLA files.

Note: The file names of your assignments must be "assignmentname_yourname" , or instance, animation_JohnSmith. All assignments must follow the instructions to meet the requirements. A lack of any requirement results in a grade deduction.

Academic Honesty

You are expected to be aware of the academic codes recognized by this university and the university system. No form of cheating or plagiarism will be tolerated. To avoid plagiarism, you have to provide the source for the words, works, or ideas of others that you use. Any work violating this principle will be given a **zero**.

UWO Academic Integrity Policy:

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work, for the appropriate citation of source, and for respect of others' academic endeavors." (UWS 14.01, Wisconsin Administrative Code)

Students are subject to disciplinary action for academic misconduct, which is defined in UWS 14.03, Wisconsin Administrative Code. Students on the UW Oshkosh campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined I Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code 2000-01.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

UWO Accommodations for Individuals with Disabilities

"The University of Wisconsin Oshkosh is committed to providing reasonable accommodations for students with disabilities. Please contact Disability Services [Dean of Students Office 125 Dempsey Hall 424-3100 (voice) 424-1319 (TTY)] for the University's accommodation request form and documentation requirements. Information related to an individual's accommodation request and/or arrangements will be confidential and will be shared with relevant University personnel or offices on a 'need to know' basis."

Course Outline and Class Schedule:

This class schedule is provided to permit you to plan your learning and assignments effectively. The instructor, however, reserve the right to make changes as the needs of the class requires.

Jan. 31	Introduction • The objectives and	

	requirements of this class • Q & A	
Feb. 2	Flash Journalism	Assigned Readings: 1. *Why Flash Journalism* from Mindy McAdams 2. Online Storytelling Form by Dube, from http://www.cyberjournalist.net/news/000117.php
Feb. 7	Introduction to Web Design & HTML Basic	Web Design & Development Advice from http://www.boogersite.com/getHelp.cfm Dreamweaver CS5 lesson 1-2 Dreamweaver CS5 lesson page 82-84 **In-Class Activity:** **Website Research**
Feb. 9	CSS	Dreamweaver CS5 lesson 3 - 4
Feb. 14	Layout	Dreamweaver CS5 lesson 5
Feb. 16	More CSS	Dreamweaver CS5 lesson 6 **In-Class Activity:** **Website Assignment Thumbnails & Layout**
Feb. 21	Text, Lists, & Tables	Dreamweaver CS5 lesson 8 **Final Project Group Member Due**
Feb. 23	Image & Navigation	Dreamweaver CS5 lesson 9 -10
Feb. 28	Interactivity, Putting Flash & Video Online	Dreamweaver CS5 lesson 11-12 **In-Class Activity:** **Website workshop**

Mar. 1	**In-Class Activity:** **Website workshop**	**In-Class Activity:** **Homepage Draft**
Mar. 6	Introduction to Flash & Getting Acquainted	Flash CS5 lesson 1 **In-Class Activity:** **Flash Project Research**
Mar. 8	Flash Graphics	Flash CS5 lesson 2 **In-Class Activity:** **Drawing Exercise**
Mar. 13	Flash Symbols	Flash CS5 lesson 3 **In-Class Activity:** **Symbols Exercise**
Mar. 15	Animation I	Flash CS5 lesson 4
Mar. 20 & 22	**Spring Break**	
Mar. 27	Animation II	Flash CS5 lesson 4 **In-Class Activity:** **Animation Project Workshop**
Mar. 29	Interactive Navigation (Buttons) I **Animation Project** **Presentation**	Flash CS5 lesson 6 **Assignment Due:** **Animation Project**
Apr. 3	Interactive Navigation (Buttons) II	Flash CS5 lesson 6 **In-Class Activity:** **Button Project Workshop**
Apr. 5	More Animation, Movie Clips & Buttons	**Movie Clip Project & Button Project** **Workshop**
Apr. 10	Flash Text **Button Project Presentation**	Flash CS5 lesson 7 **Assignment Due:** **Button Projects**
Apr. 12	Flash Photo Presentation	Prepare photos for class: 5 photos (600*400 pixels) **Assignment Due: Movie clip project**

		In-Class Activity: **Photo Presentation Workshop**
Apr. 17	Sound & Video	Flash CS5 lesson 8 **Assignment Due:** **Flash Photo Presentation**
Apr. 19	Loading & Controlling Flash Content	Flash CS5 lesson 9 **In-Class Activity:** **Final Group Project**
Apr. 24	Publishing Flash Documents	Flash CS5 lesson 10 **In-Class Activity:** **Final Group Project**
Apr. 26	Work session: Web site Project	
May 1	Work session: Final Group Project	
May 3	Work session: Final Group Project	
May 8	Web site Assignment Presentation	**Web site Assignment Due**
May 10	Final Project Presentation	**Final Project Due**