

Online Publishing—Fall 2008
Journalism 61-451, Section A01, Clow 128
Tuesdays & Thursdays 3:00 p.m. to 5:10 p.m.

Instructor: Miles Maguire

Telephone: 424-7148

E-mail: maguirem@uwosh.edu

NOT maguire@uwosh.edu

Office: Clow 112

Fax: 424-7146

Office Hours: MW 12:40 p.m. to
1:40 p.m.; TTh 2:00 to 3:00 p.m.

Web Site: http://www.uwosh.edu/faculty_staff/maguire/

Required/Recommended Texts:

- “Head First HTML with CSS & XHTML, Freeman & Freeman.
- “Creating a Web Page in Dreamweaver,” Hester (recommended).
- “Flash Journalism: How to Create Multimedia News Packages,” McAdams.
- Associated Press stylebook.

Course Content

In this course, we will study the mechanics of publishing on the Web while learning about some of the social and economic dimensions of the Internet. Although technology is necessarily an important part of Internet publishing, it is not the only aspect that we will explore this semester, and in some ways it may be the least important part of the course. Over the course of the semester you will be exposed to several different means of creating Internet pages, including hand-coding HTML and Web authoring software, and several different formats, including the personal homepage and the Web log, but the emphasis of the course will be on understanding the Internet as a medium for news, information and commerce as opposed to creating electronic eye-candy (although we will do some of that).

Since its birth the Web has been evolving at a rapid rate, which means that whatever you learn at the beginning of the semester may be out of date, if not obsolete, by the end of the semester. To minimize this problem, we will pay closer attention to broad principles rather than technical specifics.

Course Objectives

- By the end of this course, you will have been given the chance to learn how to:
- Critique Web pages and Web sites according to standards of appearance and usability.
 - Prepare text and graphics for publication on the Web.
 - Plan and implement a Web site.
 - Create Web pages through a variety of means.
 - Use file transfer protocol (FTP) to post your creations on the Web.
 - Use interactive tools to assess the popularity of Web pages.
 - Develop and market a presence in cyberspace.
 - Create multimedia packages using Flash to entertain and inform.

Class Expectations

Class time will be devoted to a mixture of lecture, discussion and lab work. Each day's reading assignment should be done before you come to class. Your presence in class is extremely important, both for the sake of your own grade and what you can contribute to others. If you miss a class, you are still responsible for that day's material. In general, however, you not be able to make up missed quizzes, exams or other assignments unless you notify the instructor before class meets and provide an acceptable excuse, such as illness, religious observance or participation in university activities at the request of university officials.

For the first several weeks, you will need to bring "Head First" to class for the next several weeks. After that you'll need the McAdams each day.

Grades

Your final grade will be based on a 1,000 point scale. You can earn points as follows:

- Up to 200 points for participation in class, including class preps, quizzes and class work.
- Up to 250 points for lab exercises.
- Up to 100 points for mandatory fun.
- Up to 150 points for your contributions to a group Web log.
- Up to 300 points for a final project.

Final letters grades will be based on the following scale:

A	930 to 1,000	C	700 to 759
AB	890 to 929	CD	650 to 699
B	810 to 889	D	600 to 649
BC	760 to 809	F	000 to 599

You must complete the assignments in each area. Even if you have enough points to receive a passing grade for the course without turning in a particular assignment, you must still do that assignment. Otherwise you will get an incomplete for the course.

The cutoff points for grades are not negotiable. In other words, an 889 will translate into a B and will not be rounded up to an AB. It is possible that you will come within a handful of points for a higher grade, but if you wish to receive that higher grade, you must earn it, which you can do by putting maximum effort into each assignment.

Because of the importance of careful writing, grades will be reduced for any and all manner of errors, including spelling, grammar, style and factual inaccuracy. Missed deadlines will also lead to reduced scores.

I. Participation (200 points).

You will be graded on your ability and willingness to contribute meaningful information to class projects and discussions. From time to time you may have small assignments to do in advance of class meetings. Each one of these class preps will be worth five to 10 points and must be completed by the beginning of class if you wish to receive credit for it.

II. Lab Exercises (250 points).

Lab exercises are designed to improve your Internet skills and reinforce points made in lectures and readings. There will be four “major” labs worth about 50 points and some smaller labs that will count less.

III. Mandatory Fun (100 points).

Web designers tend to be self-taught. Even if they have had formal instruction, much of what they know about the topic they have discovered on their own while playing around on their computers. Four class sessions over the course of the semester will be devoted primarily to allowing you to play around on your computer. It should be fun, but it will be mandatory in that you will have to turn in some evidence of how you have used your time. These sessions will typically occur just before a major lab exercise. If you wish you will be able to use all or part of the “fun” session to get ready for the lab.

IV. The Great Blog Race (150 points).

Blogs typically are highly idiosyncratic and consist of comments, links and feedback all revolving around a particularly topic area. For this assignment, you will work as part of a group to create and maintain a blog on any topic of your choosing. Your goal will be to attract as much traffic to your site as possible over the course of the semester, and substantial extra credit points will be available for those students who draw the most site visitors. During this competition, you will make strategic decisions about your blog’s topic, appearance, content, frequency, tone, interactivity and promotion (both virtual and physical); see the results in real time; and undertake midcourse corrections.

We will do this activity in two parts. The first part will be an experimental phase worth 50 points, and the second part will be worth 100 points. In each case you will be graded on your individual contributions to the group blog. The extra credit will be earned on a group basis, however.

V. Multimedia Final Project (300 points).

For your final project you will create and publish an online presentation based on your reading of one of the key books that have been published in recent years about how the Web is changing our world. Your project must take advantage—to one degree or another—of the presentation possibilities of the Internet by including audio, video, animation or all of the above.

To successfully complete this project, you should start reading ASAP. You can get the books from Amazon.com or through the university’s Universal Borrowing program, which allows you to obtain texts from anywhere in the UW library system.

Many of these books have been bestsellers and highly influential in the realms of journalism, politics or business. They are written for a lay audience, and you are likely to find them thought-provoking and insightful.

What would your final project look like? Well, it would probably start with a “splash” page using Flash animation and then have links to additional pages. There would be an audio or video file of you reading key passages and commenting on them. Other pages might include information about the author (perhaps an author interview?) You will have to think about content, design (colors, typefaces, etc.) and interactivity as ways of conveying your opinion and impressions about your chosen book.

Following is the list of available books (one to a customer). I will entertain proposals for different texts.

TITLE	AUTHOR(S)
The Google Story: Inside the Hottest Business, Media, and Technology Success of Our Time	Vise & Malseed
The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture	Battelle
The Long Tail: Why the Future of Business is Selling Less of More	Anderson
The Wisdom of Crowds	Surowiecki
Wikinomics: How Mass Collaboration Changes Everything	Tapscott & Williams
Republic.com (2.0)	Sunstein
We the Media: Grassroots Journalism By the People, For the People	Gillmor
Convergence Culture: Where Old and New Media Collide	Jenkins
Everything Is Miscellaneous: The Power of the New Digital Disorder	Weinberger
Synthetic Worlds: The Business and Culture of Online Games	Castronova
Fans, Bloggers, and Gamers: Media Consumers in a Digital Age	Jenkins
Digitizing the News: Innovation in Online Newspapers	Boczkowski
The Revolution Will Not Be Televised : Democracy, the Internet, and the Overthrow of Everything	Trippi
The Perfect Thing: How the iPod Shuffles Commerce, Culture, and Coolness	Levy
Code	Lessig

Course Policies

To the extent possible, class sessions will be conducted in a manner simulating the style and atmosphere of a working newsroom. Among other things, this means:

- You should get in the habit of addressing your instructor by his first name.
- You don't necessarily have to show up for class on time but should expect to be severely penalized (as much as 100 percent) for any assignments on which you fail to meet deadline. At a minimum, late assignments will be penalized at the rate of 10 percent of the points available per day.
- You had better have an extremely good reason for missing class. You will not be penalized directly for an absence, but unless you come to class you will not learn the skills you need to carry out the assignments on which you will be graded. As a wise man (I think it was Woody Allen) once said: "Ninety-eight percent of life is showing up."
- You should expect the unexpected.

Academic Integrity

Don't cheat. The university has rules and procedures that could lead to severe

disciplinary action, including expulsion, for academic misconduct.

The university's student code of discipline states that "examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed."

In this kind of class, there is likely to be a great deal of interaction among students, and you are encouraged to share what you know with your classmates. But you must stop short of actually doing the work for other students.

Protect Your Work Files

If you don't already have one, you need to invest in a flash drive for this course. Flash drives are small, keychain-sized devices that can plug into the USB ports on the keyboards of any of the machines in the labs. You can buy one at an electronics or computer store or online. They connect to any computer that has a USB port, Mac or PC. Remember that like any other disk you have to drag it to the trash to "eject" it before you can remove the drive from the USB port.

As an alternative you may be able to use your Novell server account to store files, but this practice has not always been reliable.

Special University Services

The University of Wisconsin Oshkosh is committed to providing reasonable accommodation to students with special needs. Contact the Dean of Students at 424-3100 (voice) or 424-1319 (TTY). The Web site is <http://www.uwosh.edu/dean/disabilities.htm>.

Course Calendar

The following schedule is intended as a guide and may be subject to change.

DATE	TOPIC	READING	CLASS WORK	WHAT'S DUE
9/4	<i>Introduction.</i>	<i>None.</i>	<i>The basics.</i>	
9/9	HTML (& FTP)	Fr: Chap. 1	Some more HTML.	Class prep No. 1
9/11	<i>Usability; blogs.</i>	<i>Fr: Chap. 2</i>	<i>Text conversion.</i>	<i>Mandatory fun.</i>
9/16	Images.	Fr: Chap. 3	Images on the Web.	Blog plan; FTP.
9/18	<i>Web analytics.</i>	<i>Fr: Chap. 4</i>	<i>Web analytics.</i>	SiteMeter.
9/23	Google.	Fr: Chap. 5	Web promotion.	Customization.
9/25	<i>Dreamweaver 1;</i> <i>CSS</i>	<i>Hester: 1-53;</i> <i>Fr: Chap. 8.</i>	<i>Site authoring.</i>	<i>Mandatory fun.</i>
9/30	Dreamweaver 2;	Hester: 55-123;	Tables.	Site lab.

	layout.	Fr: Chap. 12		
10/2	<i>Flash drawing</i>	<i>McA: 3-41</i>	<i>Drawing tools.</i>	<i>TBD.</i>
10/7	Animation	McA: 59-72.	Animation.	TBD
10/9	<i>Flash online</i>	<i>McA: 73-88.</i>	<i>Publishing Flash.</i>	<i>Web animation.</i>
10/14	Buttons	McA: 89-98	Making buttons.	TBD.
10/16	<i>Actions</i>	<i>McA: 99-116</i>	<i>Making things happen.</i>	<i>Mandatory fun.</i>
10/21	Movie clips.	McA: 117-144	SWFs inside SWFs.	Flash lab.
10/23	<i>Photos in Flash.</i>	<i>McA: 145-164.</i>		
10/28	More photos.	<i>McA: 165-186.</i>		Image map.
10/30	<i>Audio.</i>	<i>TBA</i>	<i>Editing sound.</i>	
11/4	Flash audio.	McA: 187-202.		
11/6	<i>More audio.</i>	<i>McA: 203-220.</i>	<i>Soundslides.</i>	<i>MP3.</i>
11/11	Flash text.	McA: 221-250.		Final storyboard.
11/13	<i>Video editing</i>	<i>TBA.</i>		
11/18				Mandatory fun.
11/20	<i>Forms.</i>	<i>TBA.</i>		<i>Interactive lab.</i>
11/25	Javascript.	TBA.		Final blog report.
11/27	<i>THANKSGIVING</i>			
12/2	Mashups.	<i>TBA.</i>		
12/4	<i>Wikis.</i>	TBA.		
12/9	Hosting/domains.	<i>TBA.</i>		
12/11	PRESENTATIONS.			Final project.

Macromedia Tutorials

Both Dreamweaver and Flash have built-in lessons. They are a little dry and slow, but if you are having trouble with the books or lectures, they might prove quite useful. Additional help can be found through Adobe Web site.
<http://www.adobe.com/>

Setting Up Your Homepage on the University Server

Everyone registered for this class has had a Web server account created. Your default password is your ID number and must be changed via the page at <https://secure.uwosh.edu/changepass.html> before FTP will work.

You will use the Fetch FTP program, which is installed on the computers in 128.