

Syllabus Fall 2009

Journalism 451: Online Publishing

Class: TR 3:00 -5:10 pm
Instructor: Dr. Shu-Yueh Lee
Office: 126B Clow
Office Hours: TR 1:00 – 4:00 PM
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Course Description

This class focuses on the basic 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 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

1. Students will learn the skills to create Web sites.
2. Students will use Flash and other software to create multimedia packages.
3. Students will develop the knowledge and skill of online storytelling.
4. Students will develop the knowledge to critique and appreciate Web packages.

Prerequisites

Basic computer knowledge and skills are recommended.

Textbooks

Required textbooks:

1. McAdams, M. (2005). *Flash Journalism*. Focal Press.
2. Chow, G. (2008). *Adobe Dreamweaver CS3*. Lynda.Com.

Policies and Responsibilities

Attendance

Class attendance is necessary for you to meet the requirements of this class and obtain the required knowledge and skills of web publishing. You will be expected to attend all class meetings.

Late work

No late work will be accepted. 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. McAdams, M. (2005). *Flash Journalism*. Focal Press.
2. Chow, G. (2008). *Adobe Dreamweaver CS3*. Lynda.Com.
3. In addition to the required textbooks, your instructor will distribute handouts of articles that are pertinent to the course throughout the semester. Students are responsible for this material on quizzes and exams.

Participation (20%)

Constructive participation is required in this class. There are in-class activities and discussions throughout the course. You will be graded based on your contributions to those activities.

Assignments

1. Flash Animation Project (10%)

Create an original animation that includes at least two different symbols moving.

2. Flash Button Project (10%)

Create an original animation controlled by 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 can either design your own buttons or use Button Library in Flash. Both buttons must be visible throughout the entire movie. If you have a hard time unleashing your creativity, you can simply follow the instructions of Exercise 6.3 step by step and only change the text of the sliding panel.

3. Flash Photo Presentation Project (10%)

Take several pictures and create a moving photo project containing at least 5 pictures. The photos in this project should share a theme or other relationship. If you have a hard time unleashing your creativity, you can simply follow the instructions of Exercise 7.3, 7.4, or/and 7.5 step by step to complete this assignment.

4. Flash Sound Project (10%)

Create a Flash sound project controlled at least by two buttons (e.g. Play and Stop buttons). You can follow the instructions of Exercise 8.1 step by step to complete this project.

5. Homepage Project (10%)

Design and produce a personal home page. You can either design your own home page or another person's home page. This home page must include a navigation menu, links (both internal and external), images and perhaps other media format. You will be graded based on the content and the ease in browsing and use.

6. Group Blog Project (10%)

You are required to form or join a group to start blogging on a topic of your choice. You and your team members should post blogs regularly and try to attract as much traffic as possible. You will be graded on your individual contributions to the group blog. In addition, substantial extra credit points will be available for the group that draws the most site visitors.

7. Multimedia Final Project (Group Project, 20%)

You are required to form or join a group (3-4 members per group) to complete a web package on a subject of your choice. This web package should include Flash works (e.g., text, image/graphic, audio, video, animation, and interactive features).

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 in 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:

Sep. 9	<p>Introduction</p> <ul style="list-style-type: none"> • The objectives and requirements of this class • Q & A 	
Sep. 14	Flash Journalism	<p>McAdams chapter 1</p> <p>In-Class Activity: Mandatory Fun</p>
Sep. 16	Blogs	<p>Assigned Reading</p> <p>In-Class Activity: Create a blog account</p>
Sep. 21	Introduction to Flash	McAdams chapter 2
Sep. 23	Flash: Drawing	<p>McAdams lesson 1</p> <p>Assignment Due: Group Member</p> <p>In-Class Activity: Mandatory Fun</p>
Sep. 28	Flash: Simple Animation	McAdams lesson 2
Sep. 30	<p>Dreamweaver</p> <ul style="list-style-type: none"> • Introduction • Manage Site 	<p>Chow chapter 1-3</p> <p>Assignment Due: Animation Project</p>
Oct. 5	<p>Dreamweaver</p> <ul style="list-style-type: none"> • Basics • Links • Simple Table 	<p>Chow chapter 4-5</p> <p>In-Class Activity: Web Page Project</p>
Oct. 7	<p>Flash: Putting Flash Online</p> <p>Dreamweaver</p>	<p>McAdams lesson 3</p> <p>Chow lesson 21</p> <p>In-Class Activity: Upload your work to Web</p>
Oct. 12	Flash: Buttons I	McAdams lesson 4

Oct. 14	Flash: Buttons II	McAdams lesson 5
Oct. 19	More buttons	In Class Activities: Mandatory Fun
Oct. 21	Flash: Movie Clips	McAdams lesson 6
Oct. 26	Flash: Movie Clips Action Script	McAdams lesson 6 Assigned Readings Assignment Due: Buttons Project
Oct. 28	Flash: Photo I	McAdams lesson 7 Prepare photos: 5 (400*300 pixels) 1 (1600*1200 pixels)
Nov. 2	Flash: Photo II	McAdams lesson 7
Nov. 4	Audio Audacity	In-Class Activity: Audio Recording Assignment Due: Photo Project
Nov. 9	Flash: Sound I	McAdams lesson 8
Nov. 11	Flash: Sound II	McAdams lesson 8 Assignment Due: Sound Project
Nov. 16	Flash: Text	McAdams lesson 9 In-Class Activity: Texts with ScrollBar
Nov. 16	Slideshow	McAdams lesson 10
Nov. 18	Dreamweaver: Cascading Style Sheets	Chow lesson 6 In-Class Activity: Homepage Workshop
Nov. 23	Dreamweaver: Tables	Chow lesson 8
Nov. 25	Thanksgiving Holliday	

Nov. 30	Dreamweaver: Rollover Images	Chow lesson 11
Dec. 2	Web Journalism I	Assigned Reading
Dec. 7	Web Journalism II	Assigned Reading Group blog traffic data
Dec. 9	More Dreamweaver & Flash	
Dec. 14	Homepage Assignment Presentation	Homepage Assignment Due
Dec. 16	Final Project Presentation	Final Project Due

Note:

This syllabus borrows ideas from Miles Maguire's Online Publishing syllabus.
Thanks for Miles Maguire's contributions to this syllabus.