

**TECM 3200: Information Design for Electronic Media**  
University of North Texas  
Technical Communication  
Spring 2018

**Instructor and Course Information**

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Time:	Monday/Wednesday 2:00- 3:20 p.m. and Lab Wednesday 1:00-1:50
Place:	Auditorium 313
Instructor:	Dr. Chris Lam
Office:	Auditorium 316
Email:	Christopher.lam@unt.edu
Website:	<a href="http://tecm3200.herokuapp.com">http://tecm3200.herokuapp.com</a>

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**Course Description**

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In this class you will learn how to design, develop, and write information for electronic media. This includes designing and developing for mobile and desktop interfaces.

By the end of this course you should be able to

- code a website in HTML5 by hand and design a website by hand using CSS
  - write content in ways that are appropriate to be read on-screen;
  - record and edit audio and video material to place on websites;
  - create and apply cascading style sheets to new and existing websites for multiple mediums;
  - know the existing language of technology in technical communication (e.g., single sourcing, help authoring, content management) and know where to access information to stay current on the changing field.
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**Course Materials**

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- Redish, Janice. Letting Go of the Words: Writing Web Content that Works. Second edition. Morgan Kauffman. 2012.
- Duckett, Jon. HTML & CSS: Design and Build Websites. Wiley & Sons. 2011

## Course Assignments

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**Note:** See detailed descriptions with grading criteria and on the course website.

### **Project 1: Describing your Design Aesthetic (Individual Project) - 10%**

In this project, you will search the internet for specific examples of design that you are drawn to. Based on the examples, you will write a 2-3 page report describing your overall design aesthetic. Be sure to include screenshots of the websites you've chosen. Your description should be based specifically on design concepts we learned in class (contrast, proximity, alignment, repetition) and concepts we read in articles/books. You'll also be asked to create a simple sketch/mock-up based on the design aesthetic you describe in the paper.

### **Project 2: HTML/CSS Web Portfolio (Individual Project) - 15%**

For this project, you'll create a professional website. If you've already created one for another course, you may revise your existing portfolio, or create a new website altogether. Revising an old portfolio means substantially changing both the design and content so that your website is targeted at a specific audience. All source code must be written by hand without the aid of a WYISWIG editor (Dreamweaver, Google Sites, etc.) and all styles must also be written by hand. You must create at least 3 different pages (2 in addition to your landing page).

### **Midterm Exam - 15%**

The midterm exam will include content from both the main class and the lab content. It will be a mix of multiple choice, short answer, and essay questions aimed at ensuring the core concepts taught in class.

### **Project 3: Team Charter and Other Planning Deliverables (Individual) - 5%**

While your team will complete the team charter and project plan together, you will be required to create an individualized letter of commitment along with the charter.

### **Project 4: Client Website Project (Team Project) - 20%**

In teams, you will create a fully functional Wordpress website for Denton Friends of the Family. These will be event websites for unique annual events that they put on.

### **Lab Grade (Individual) - 20%**

You will be required to complete several individual homework assignments for lab throughout the semester.

### **Homework and Other Assignments - 15%**

In addition to the major assignments, you will complete a series of short homework assignments and in-class activities as well as announced and unannounced quizzes on the course's content. These assignments are often given as part of your class participation and attendance.

## Grading

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The grading criteria serve as general guidelines for all course assignments.

"A" (90-100%): A manager would be very impressed and would remember the work when a promotion is discussed. In this course, that means work that is a pleasure to read, with excellent content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale.

"B" (80-89%): A manager would be satisfied with the job, but not especially impressed. This means that papers are well written and well produced, and demonstrate a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.

"C" (70-79%): A manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work. In other words, the paper may have clear, but underdeveloped ideas, or the paper might not engage or affect the reader. The paper may contain some errors in grammar, mechanics, or logic.

"D" (60-69%): A manager would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The paper may contain incomplete information, have serious grammar and mechanical problems, lack clear organization, or be conceptually unclear.

"F" (0-59%): A manager would start looking for someone to replace you. In particular, work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible. This grade will also be assigned for any evidence of plagiarism.

## **ATTENDANCE AND TARDINESS**

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Lab is REQUIRED. The attendance policy includes the lab section of this course.

Attendance in this course is NOT optional. You are expected to attend every class period. Each unexcused absence will result in the deduction of 5% off of your final grade. You will automatically be DROPPED from the course if you've missed 5 classes.

I understand that unforeseen circumstances often happen and you will be allowed 2 unexcused absences as long as you email me at least 3 hours prior to the course meeting time.

Excused absences are allowed but MUST be backed up written documentation, including sickness. Absences cannot be excused without proper documentation. No exceptions.

If you are more than 15 minutes late, you will not be allowed to sign the attendance sheet and will be counted as absent.

## **LATE WORK**

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Late work is not accepted for homework, quizzes, or any other non-major assignment. In-class work cannot be made up.

## **MAJOR ASSIGNMENTS**

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If you are absent the day an assignment is due, I will not accept any work via email. You must make arrangements with me to submit work before the deadline or put your work in my department mailbox, located on the third floor of the Auditorium building. You will lose one letter grade (or 10%) per calendar day late for major assignments. If extenuating circumstances apply, your work will be due the day after your return from your athletic event or the day after you attend the emergency appointment or funeral.

You may not use program templates (e.g., Word templates) to format any of your documents — these don't encourage you to learn the programs and generally result in dull, unpersuasive documents.

## **EMAIL REQUIREMENT**

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All students must have a valid UNT email address. I will use MyUNT to send mass emails to the class. I often use email to send class emails, including quizzes, notices, updates, and advisories. It is your responsibility to check email regularly. Not receiving an email is not a valid excuse for late or missing work. You will also need your UNT email address to check your grade throughout the semester.

## **CLASSROOM BEHAVIOR**

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This course takes place in a computer lab. However, when I am lecturing, your computer monitor should not be on. Further, no cell phone usage will be permitted during class. Students who choose to check email and surf the Internet will be asked to leave class and will receive an absent grade for the day.

## **ADA**

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In accordance with the Americans with Disabilities Act and Section 504, Rehabilitation Act, I will work with the Office of Disability Accommodation to help reasonably qualified students with disabilities. If you have such a disability, please advise me in writing of your needs no later than the second week of class.

## **RELIGIOUS HOLIDAYS**

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In accordance with State law, students absent due to the observance of a religious holiday may take examinations or complete assignments scheduled for the day missed within a reasonable time after the absence. Travel time required for religious observances shall also be excused. Please see the UNT Student Handbook for information on which holidays or holy days are covered by this policy. State law also requires that students notify their teachers at the beginning of the semester if they expect to miss class on a religious holyday during the semester but want to make up the work missed. Students will be allowed to make up the work provided they have informed their teachers in writing within the first 15 days of the semester. Once again, all assignments and scheduled work must be

turned in before the date of the excused absence. University policy requires that students provide their teachers with an official notification card issued by the university if they want to make up any in-class work they missed while they were involved in a university authorized activity.

## **ACADEMIC HONESTY AND INTEGRITY**

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Copying open source and available HTML or CSS code is permitted in this course. However, if more than 30% of your site is copied from template code, you must be able to provide a written and/or oral defense of your decision. You must also be able to clearly articulate how every line of code that you copied is functioning.

It is your responsibility to become familiar with UNT's Policy of Academic Dishonesty.

This policy defines the following forms of academic dishonesty:

- Cheating intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.
- Plagiarism the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement.
- Fabrication intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- Facilitating academic dishonesty intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity. If any course material is submitted that violates this policy of academic dishonesty, the assignment will receive a grade of "F" and appropriate judicial action will be filed. This action includes a report of academic misconduct to your college Dean and possible dismissal from The University of North Texas. There are no first-offense warnings regarding plagiarism.
- It is expected that plagiarism and the correct use (citation) of other's ideas (including print, digital, images and other media) are fully understood. Contact me if you're ever confused about what constitutes academic dishonesty. Misunderstandings, miscommunication, oversights, or lack of comprehension as to what constitutes academic dishonesty is not accepted.