English 3379.W01 Writing for the Web  
Spring 2012 Online

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Office Hours: Tue 1-2pm, Wed 10-11am, Thu 1-4pm, Sun evening online, and by appt.

Course Description  
Emphasizes practical concepts related to writing and communication on the internet and the World Wide Web. Attention is given to finding and analyzing information; analyzing and designing WWW sites and other digital, hypertextual environments; and analyzing and composing hypertext-hypermedia materials for digital, networked environments. For all majors. Satisfies university computer literacy requirement.

Student Learning Outcomes  
Upon completion of this course, students will be able to  
• Identify a need or problem by describing the factors involved  
• explain a viable solution to a need or problem in a department, the larger university, or the community  
• create a document that reflects an effective interweaving of purpose and audience.

Major Course Requirements

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Date Due</th>
<th>% course grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read and Analyze</td>
<td>Weekly</td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>Weekly</td>
<td>20%</td>
</tr>
<tr>
<td>White Paper</td>
<td>Feb 19</td>
<td>20%</td>
</tr>
<tr>
<td>Project Paper</td>
<td>Mar 25</td>
<td>20%</td>
</tr>
<tr>
<td>Final Project</td>
<td>May 3</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Class Participation  
Students will practice respect and responsibility as a part of this learning community. Here are some things you can do to exhibit an attitude of respect and responsibility:  
• Post assignments on time. Early is even better.  
• Work extra hard to get to know other classmates.  
• Reach out through email or WebCT posts to support each other. If you have good info/tips on what is working for you/resource ideas, please share with the group so we can help each other out.  
• Respect other classmates by watching what you say.  
• Add your opinions to/participate in the discussions.
• Check the assignments class every week. Don’t wait until late on Sunday to visit the Schedule.
• Be helpful to other students
• Don’t get behind. If you get behind in an online course it is harder to get back on track than it is in a traditional course.
• Stay focused and stay connected.
• Keep up with your assignments and your grades. It is not the teacher's responsibility to tell you what you have or haven't turned in. Your grades will be available of WebCT so all you have to do is regularly check to make sure you have grades posted for all work.

Read and Analyze Assignments
Weekly Read and Analyze assignments will be due no later than midnight on Sunday night. I will assign reading for you to complete, and then ask you to apply the concepts in the reading to analyze elements of existing websites. These should be a minimum of 1 page, but good responses usually run longer.

White Paper
You will research the problems/needs and audience for the website you will be working on for your Final Project. This will help you prepare to write the Project Plan.

Project Plan
This plan will explain what you will undertake to complete your Final Project. You will develop a plan that will help you develop your project and allow the rest of the class to understand what you will be doing.

Final Project
For your Final Project, you will choose from one of the following options:
• **Usability Project** For this project you will choose an existing website and conduct a usability test and then write a report based on the findings. The usability test will involve asking questions of users related to the design of the web site.
• **Web Design Project** For this project you can create a website or do a redesign of an existing website and then write a report based on the work you complete on the project. If you create a website you will need to have a real audience/work with a real client rather than just doing a website on a topic (ie Why Students Should Not Drink and Drive).

Online Statements

Description of lessons/modules
Lessons/modules will include work in peer review of drafts, group discussions and presentations.

Technical support information/link
The Island Online (IOL) [https://iol.tamucc.edu/](https://iol.tamucc.edu/)

Technical requirements for course
*Computer Requirements*
IOL runs on a web based application called Blackboard through a web browser. If your computer can successfully run Microsoft Internet Explorer or any of its alternatives, then you will be able to use IOL.
Please note that your web browser must be configured properly to work with IOL by installing Sun Java Runtime Environment, ensuring Javascript, pop-up blockers, and cookies settings are properly configured. To check if your web browser is compatible with IOL you can do a browser check-up by visiting the IOL site at https://iol.tamucc.edu/. You may also check a list of IOL compatible browsers.

Delivery of instructor feedback
Instructor response to online requests usually occurs within a 24 hour period, but you can expect a response within 3 days.

Student login expectations
Students will be required to login a minimum of once per week. It is recommended that students check the Blackboard learning space at least twice weekly for updates.

Specific login instructions
Blackboard Login https://bb9.tamucc.edu/webapps/login/

Faculty availability to support students
Instructor maintains a consistent web presence and is available to meet individually (phone meetings are available for students who are not able to come to the campus) with students who need more help.

Types of required interactions
Email
- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your email.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment.

Discussion Groups
- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of others.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Chat
- Introduce yourself to the other learners in the chat session.
- Be polite. Choose your words carefully. Do not use derogatory statements.
- Be concise in responding to others in the chat session.
- Be prepared to open the chat session at the scheduled time.
- Be constructive in your comments and suggestions.

English 3379 Textbooks
- *Hamlet's Blackberry*, William Powers (Required)
- *How to Design and Write Web Pages Today*, Karl Stolle (Required)

Other materials:
- Access to University Network and an active islander email account.
• Appropriate / compatible media to save and transport computer files. The best option is a USB flash drive.

**Academic Integrity/Plagiarism**

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)

**Dropping a Class**

Hopefully you will not find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

**Classroom/professional behavior**

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Required Statements**

**Students with Disabilities and Veterans**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in in CCH 116 and 119.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Academic Advising**
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.
**Grade Appeal Process**

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule

- 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules
- Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Provisional Course Outline**

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Jan 11-13</td>
<td></td>
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<tr>
<td>Week 2</td>
<td>Jan 16-20</td>
<td>Read and Analyze Jan 16-MLK holiday</td>
</tr>
<tr>
<td>Week 3</td>
<td>Jan 23-27</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 4</td>
<td>Jan 30-Feb 3</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 5</td>
<td>Feb 6-10</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 6</td>
<td>Feb 13-17</td>
<td>White Paper due</td>
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<tr>
<td>Week 7</td>
<td>Feb 20-24</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 8</td>
<td>Feb 27-Mar 2</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 9</td>
<td>March 5-9</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Spring Break</td>
<td>Mar 12-16</td>
<td>No classes</td>
</tr>
<tr>
<td>Week 10</td>
<td>Mar 19-23</td>
<td>Project Plan due</td>
</tr>
<tr>
<td>Week 11</td>
<td>Mar 26-30</td>
<td>March 30 last day to drop a class</td>
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<tr>
<td></td>
<td></td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 12</td>
<td>Apr 2-6</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 13</td>
<td>Apr 9-13</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 14</td>
<td>Apr 16-20</td>
<td>First draft of Final Project due</td>
</tr>
<tr>
<td>Week 15</td>
<td>Apr 23-27</td>
<td>Read and Analyze</td>
</tr>
<tr>
<td>Week 16</td>
<td>Apr 30-May 1</td>
<td>Final Project due</td>
</tr>
</tbody>
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**All work is due by midnight Sunday night for the date posted.**