ENGL 3379.W01 (Spring 2017)
Writing for the Web (Online)
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Office Hours: As listed on Blackboard

This online course is delivered entirely within the TAMUCC Blackboard system. Read the “Online Learning Information” section of this syllabus, also available separately on Blackboard, for more information about Online Learning at TAMUCC

I maintain a consistent web presence and am available via Skype IM, email, or in person. I will commonly respond to Blackboard or email requests within 24 hours, but you can expect a response within 3 days.

Catalog Description

English 3379 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.

Required Materials


I will provide other readings and articles from the Internet or our library resources via Blackboard.

Required Technologies

- Basic emailing, web browsing, and word processing skills
- Access to Slack. There are both desktop and mobile apps available. I will send your invitation to our Slack team to your Islander email account.
- A computer with reliable Internet access and a reliable office software suite. TAMUCC provides students with access to Office 365; visit it.tamucc.edu/Office365/Office365.html
- Access to Blackboard, TAMUCC’s Learning Management System (LMS), bb9.tamucc.edu/webapps/login/. Visit iol.tamucc.edu/techreq.html to determine computer requirements for using Blackboard
- I will ask you to try a variety of web developer and design apps over the course of the semester; my goal is not for you to become an expert in each of these, but to get your hands dirty and experiment with a variety of web content tools. A spirit of experimentation and tinkering is going to be your most important technology this semester.

About the Course

This course will expand your toolbox to create effective, usable, and accessible content on both “traditional” web sites and social media. Web design and online publishing are essential and marketable skills for communicators in every field.

Students in ENGL 3379 will:
1. apply the fundamentals of user experience and accessibility to information and web site design,
2. integrate usability testing into an iterative design process,
3. learn how literacy, credibility, copyright, and technology affect Web development, and
4. design and/or redesign web projects for clients and audiences using basic software tools, templates, and languages such as HTML5 and CSS.
Graded Activities

Complete descriptions, requirements, evaluation criteria, and rubrics are available on Blackboard.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Responses (10)</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Text-to-Hypertext Project</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Client Website Analysis</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Client Website Recommendation</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Web Portfolio</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100%</td>
</tr>
</tbody>
</table>

Course Schedule

A detailed weekly schedule is available on Blackboard. Due dates are tentative.

Course Conduct (OL)

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. Late work will earn a 10% reduction in grade. The last day to submit work will be posted in Blackboard. I accept revisions on major projects, provided that you meet formally with me to discuss feedback on your project, a revision agenda, and a timeline for completion. See the complete revise and resubmit policy on Blackboard.

You will notice that a number of your projects this semester are collaborative in nature. Collaboration with co-workers, clients, participants, and subject matter experts is a key skill for contemporary technical and professional communicators of many job titles. I recognize that some of you have a distaste for or have even been burned by “group projects” in the past. This will not be “group work” as you have commonly experienced it, and will talk about the differences between group work and collaboration early in the semester.

Interacting with your classmates is just as valuable as interacting with the instructor. See the “Interacting in this Course” section of Blackboard for more details, but in general:

- Class discussions via Blackboard are an important learning tool in the course. Take advantage them. Add your opinions to/participate in the discussions, but do so respectfully. See the “Interacting in this Course” document on Blackboard for more details and strategies.
- Work extra hard to get to know other classmates. Reach out through email, our Slack channel, or Blackboard posts to support each other. If you have good info/tips on what is working for you, on resources, or other ideas, please share with the group so we can help each other out.
- Use the “Troubleshooting” forum in Blackboard to ask technical or process questions. The class will become its own community of practice, and you will be amazed at how good of a resource your colleagues can be.
- Don’t use the “Troubleshooting” forum to ask or talk about grades. Grade discussions are private and should occur with your instructor only.

You are responsible for you:
- Check the assignments every week. Don’t wait until the last minute.
Course Policies

Plagiarism and Academic Dishonesty: 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.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in: first offense, no credit for assignment; subsequent offenses, failure of class.

In general terms, students are expected to "demonstrate a high level of maturity, self-direction and ability to manage their own affairs" and to "conduct themselves in accordance with the highest standards of academic honesty." Instances of plagiarism will be handled in accordance with Texas A&M University-Corpus Christi General Academic Policies and Regulations as listed in the current catalog.

Notice to Students with Disabilities: 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) 825-3466 in Corpus Christi Hall 116. 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.

Reminder to English Majors: As part of the English undergraduate capstone course (ENGL 4351), all English majors are required to submit a portfolio of writings in different discourse genres that they have completed for their college classes. To help you prepare for this assignment, you should keep a copy of all essays, research papers, literary analyses, creative and report writing, etc., so that you will have an ample selection from which to choose when the portfolio comes due.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Grade Appeal Process: As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Statement of Academic Continuity: In the event of an unforeseen adverse event, such as a major
hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Online Learning Information

Find more information about Online Learning, including orientation modules, at http://iol.tamucc.edu
Log in to Blackboard Learn at http://bb9.tamucc.edu

Online courses give you a great deal of flexibility, but also require computing, communication, and organization skills that may not be emphasized in face-to-face courses. Online courses emphasize active learning and regular contact with your instructor and other students.

To get started well:
- Check Blackboard early and often
- Read the course syllabus
- Purchase and locate all reading material
- Print out syllabus and calendars
- Enter major dates and deadlines into your calendar

Strategies for success:
- Practice self-motivation and self-discipline
- Read assigned material and take notes: outline, summarize, and create relationships between ideas
- Keep a record of your progress
- Make plans, set goals, and monitor your successes

Make sure you give yourself adequate time to succeed. For a 3 credit hour course, prepare to allot 6-12 hours of time per week to study and take notes on readings, participate in discussion forums, and work on projects.

Required Skills and Tools
- Basic computer skills
- Basic word processing skills
- Basic emailing skills
- Way to save work; either personal computer, portable storage, or cloud storage.
- MS Word is suggested, but not required. TAMUCC provides free access to Office 365 to all students, which allows you online and offline access to Word, Excel, PowerPoint, and other tools. Visit http://iol.tamucc.edu for details.

Required Interactions
Online courses require careful, active communication. You should:
- Check BB.9 regularly (at least 3 times per week)
- Check Islander email daily
- Participate in online discussions
- Interact with other students as well as your instructor

Where can I get support?

Help with Blackboard: Either the student Help Desk on the 2nd floor of CCH (825-2825) or at the IOL website: https://iol.tamucc.edu/

Help with Software: Help Desk, 2nd floor of CCH (825-2825) or the MicroComputer Services website: http://labs.tamucc.edu/

Help with Wifi: Help Desk, 2nd floor of CCH (825-2825) or the MicroComputer Services website: http://labs.tamucc.edu/

New users: To claim your Island ID, visit https://it.tamucc.edu.