Electronic Publishing & Web Design (3 credits)
INFOST 685 – XXX (onsite)

Instructor: Rebecca Hall
rjhall@uwm.edu
NWQ 3521
Ph: 414.229.2855

Office Hours:
By Appointment (M-F 9-4)
Skype: rebeccahall

PLEASE READ THIS DOCUMENT CAREFULLY. IT IS EXPECTED THAT EVERYONE BE FAMILIAR WITH AND ADHERE TO THE GUIDELINES ESTABLISHED. **If you need special accommodations in order to meet any of the requirements of this course, please contact the instructor as soon as possible.**

Required Text: None

Required Software: Students will need access to the following software: Adobe Illustrator; Adobe Photoshop; Adobe Dreamweaver; and Adobe Acrobat.
All SOIS students can access these programs using the SOIS Virtual Lab.
Please see written/video documentation for access to and instructions on using the virtual lab environment: http://www4.uwm.edu/sois/resources/it/virtuallab/
If you choose, you may purchase a student subscription to Adobe Creative Cloud. This membership includes all the latest Adobe creative apps and services. For more Information visit: http://www.adobe.com/creativecloud/buy/students.html

Recommended Text:

SitePoint Pty. Ltd.

Description:
An introduction to principles of visual communications related to electronic media with emphasis on website development, electronic documents, and production and dissemination of electronic information.

Course Objectives:
Upon Completion of this class students will:
1. Understand the process of web design
2. Understand the principles of design in electronic media
3. Demonstrate the skills needed to create web graphics
4. Demonstrate the ability to construct web sites and electronic documents with effective and aesthetically pleasing design
5. Understand the limitations of electronic publishing as they relate to the World Wide Web.
## Course Requirements (500 pts)

<table>
<thead>
<tr>
<th>Component</th>
<th>UG</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance &amp; Participation</td>
<td>25 pts (5%)</td>
<td>25 pts (5%)</td>
</tr>
<tr>
<td>Points are earned for participation in discussions, reviews and critiques.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exercises (15 pts each)</td>
<td>75 pts (15%)</td>
<td>75 pts (15%)</td>
</tr>
<tr>
<td>Five (5) exercises. Exercises are designed to reinforce technical skills learned in class.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assignments (25 pts each)</td>
<td>125 pts (25%)</td>
<td></td>
</tr>
<tr>
<td>Five (5) assignments. Assignments are designed to provide experience applying concepts learned in class.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate Student Assignments (25 pts each)</td>
<td>125 pts (25%)</td>
<td></td>
</tr>
<tr>
<td>Five (5) assignments. Expectations will vary slightly on grad student assignments and additional requirements will be distributed and discussed in class.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>75 pts (15%)</td>
<td>75 pts (15%)</td>
</tr>
<tr>
<td>Final Web Site Development Project</td>
<td>200 pts (40%)</td>
<td>150 pts (30%)</td>
</tr>
<tr>
<td>Part 1: Creative Brief / Project Profile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part 2: Information Architecture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part 3: Interface Design</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part 4: Final Site Production</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part 5: User Testing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate Project</td>
<td>50 pts (10%)</td>
<td></td>
</tr>
<tr>
<td>Students will use their critical thinking skills to evaluate the effectiveness and organization of websites. Based on their analysis, students will make recommendations and present solutions for effective web development.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Details will be distributed in class.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Late Assignments: You are expected to turn in your assignments on time. Late assignments will receive a deduction of 2 points per day late.*

## Grading Scale:

- **A**: 93-100
- **A-**: 90-92
- **B+**: 88-89
- **B**: 83-87
- **B-**: 80-82
- **C+**: 78-79
- **C**: 73-77
- **C-**: 70-72
- **D+**: 68-69
- **D**: 63-67
- **D-**: 60-62
- **F**: 0-59
UW- Milwaukee, School of Information Studies
INFOST 685 E-Pub & Web Design

UWM AND SOIS ACADEMIC POLICIES

The following links contain university policies affecting all SOIS students. Many of the links below may be accessed through a PDF-document maintained by the Secretary of the University: http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf. Undergraduates may also find the Panther Planner and Undergraduate Student Handbook useful (http://www4.uwm.edu/dos/student-handbook.cfm). For graduate students, there are additional guidelines from the Graduate School (http://graduateschool.uwm.edu/students/), including those found in the Graduate Student and Faculty Handbook: http://graduateschool.uwm.edu/students/policies/expanded/.

Students with disabilities. If you will need accommodations in order to meet any of the requirements of a course, please contact the instructor as soon as possible. Students with disabilities are responsible to communicate directly with the instructor to ensure special accommodation in a timely manner. There is comprehensive coverage of issues related to disabilities at the Student Accessibility Center (http://www.uwm.edu/Dept/DSAD/SAC/MainOffice.html).

Religious observances. Students’ sincerely held religious beliefs must be reasonably accommodated with respect to all examinations and other academic requirements, according to the following policy: http://www4.uwm.edu/secu/docs/other/S1.5.htm Please notify your instructor within the first three weeks of the Fall or Spring Term (first week of shorter-term or Summer courses) of any specific days or dates on which you request relief from an examination or academic requirement for religious observances.

Students called to active military duty. UWM has several policies that accommodate students who must temporarily lay aside their educational pursuits when called to active duty in the military (see http://www4.uwm.edu/academics/military.cfm), including provisions for refunds, readmission, grading, and other situations.

Incompletes. A notation of “incomplete” may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantial cause beyond the student's control, has been unable to take or complete the final examination or some limited amount of other term work. An incomplete is not given unless the student proves to the instructor that s/he was prevented from completing course requirements for just cause as indicated above (http://www4.uwm.edu/secu/docs/other/S31.pdf).

Discriminatory conduct (such as sexual harassment). UWM and SOIS are committed to building and maintaining a campus environment that recognizes the inherent worth and dignity of every person, fosters tolerance, sensitivity, understanding, and mutual respect, and encourages the members of its community to strive to reach their full potential. The UWM policy statement (http://www4.uwm.edu/secu/docs/other/S47.pdf) summarizes and defines situations that constitute discriminatory conduct. If you have questions, please contact an appropriate SOIS administrator.

Academic misconduct. Cheating on exams and plagiarism are violations of the academic honor code and carry severe sanctions, ranging from a failing grade for a course or assignment to expulsion from the University. See the following document
or contact the SOIS Investigating Officer (currently the Associate Dean) for more information.

**Complaints.** Students may direct complaints to the SOIS Dean or Associate Dean. If the complaint allegedly violates a specific university policy, it may be directed to the appropriate university office responsible for enforcing the policy.

**Grade appeal procedures.** A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow SOIS appeals procedures or, in the case of a graduate student, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School (http://www4.uwm.edu/secu/docs/other/S28.htm).

**Examinations, Finals.** The Secretary of the University is authorized to prepare the final examination schedule. The time of the final examination for an individual or a class may be changed only with the prior approval of the dean or director of the respective college/school. The change will involve a postponement to a later date. For individuals with exam conflicts, a separate week at the very end of the exam week will be reserved to take one of the conflicting exams (http://www4.uwm.edu/secu/docs/other/S22.htm).