

ENGL304 Writing For Electronic Environments

Instructor: Dr. Brian Gastle
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Office Hours: M 2-3; W 10:00-11:00

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Course Home Page: <http://paws.wcu.edu/bgastle/420>

COURSE DESCRIPTION

This class will focus primarily on developing, evaluating, and editing web content. It is a writing class, not a computer class. While all classes will be held in an electronic classroom, and a variety of programming skills and software applications will be taught (including basic HTML, a couple of web composition tools such as Netscape Composer and Dreamweaver, and image manipulation software such as Photoshop), the main goal of the class will be to create professional and well written content (to go along with the more common "bells and whistles" of the web) and to present that content via a thoughtful, intelligent, and aesthetically pleasing layout.

REQUIRED TEXTS

- Niederst, Jennifer. *Learning Web Design* (Rental)
- Course Web Site: <http://paws.wcu.edu/bgastle/304>
- Supplemental Web Site: <http://www.webwritingthatworks.com/>

ASSIGNMENT DISTRIBUTION

Individual (70%):	Coding Exam 15%	Writing / Revision Hourly Exam 15%
	Personal Site 10%	Quizzes / Assignments 5%
	Final Exam 15%	Attendance / Participation 10%
Group (30%):	Client Site 15%	Usability Test Report 15%

Attendance / Participation

For each recorded absence your Attendance grade will drop 10 points. I do not distinguish between excused and unexcused absences; either way, you have missed required class material. Lateness is disruptive; repeated tardiness may be considered as an absence. Like jobs in the "real world," regular attendance is mandatory for you to benefit from this course and for others to benefit from your knowledge and participation. I reserve the right to increase this grade for exemplary participation and/or group leadership.

Quizzes / Assignments

Some, but not all, quizzes and assignments are planned (see schedule); others will be "pop" quizzes or assignments. Generally, quizzes will be given in the first five minutes of class. I can not use precious class time extending this quiz time for tardy students (i.e. If you arrive three minutes late, you'll have two minutes to complete the quiz). No make-up quizzes will be given.

Group Work

Everyone in a group will receive the same grade for the group project. Yes, I know that some group members will probably work harder/better than others, but "on the job" a client will evaluate you primarily on the product you produce, not how hard you or others worked on it. Noticeable group leadership will be reflected in your Attendance / Participation grade.

CRITERIA FOR GRADING

1. First of all, sites are no good if they aren't published or don't work. So the first criteria I'll use will be usability. You should learn the basics of publishing web pages to the server, managing your site, and testing your pages and links.
2. Good writing reflects well on you and your client. Your writing should be grammatically consistent, clean, concise, and accurate. It should be easy to read.
3. People read online material differently than they read printed material. You should pay close attention to consistent design, page size, attractive graphics, quickness of loading, and ease of navigation.
4. Only after you meet the above three criteria will I consider the "extras": forms, frames, multimedia use, or fancy html work. I value this kind of work, but I only give credit for it if you've learned the basics.

ACADEMIC INTEGRITY

All work submitted must be your own. Please review WCU policy regarding Plagiarism and the Academic Honesty Policy in the student handbook.

If I find a student cheating, fabricating, or plagiarizing another's work from any source (print, media, internet, etc.), that student will receive an "F" for the class, the transgression will be recorded in his or her WCU record, and I will, to the utmost of my ability, urge the administration to expel that student from WCU.

USE OF THE COMPUTER AND INTERNET

In this class, some communication will be done on e-mail, and papers may be turned in electronically. If you do not know how to use your e-mail account or if you have forgotten your password, you must see the computer center immediately. You are responsible for keeping up to date on last-minutes changes in assignments (posted on e-mail), communicating with your group and the class on e-mail, and learning how to post letters and presentations to the net.

In-Class, you should be paying attention to lecture, class discussion, examples, and/or assignments. *Anyone found "surfing" or checking email during class work or lecture will be asked to leave and will be assigned an absence for the day.*

SCHEDULE (subject to change)

	Day	Date	Topic	Notes
1	M	1/9	Introduction to the course	
	W	1/11	Pages vs. Sites: The Structure	LWD 1-3
	F	1/13	Basic Coding and Page Creation	LWD 5-6 (Quiz) End of Drop / Add
Learning Code				
2	M	1/16	Martin Luther King	NO CLASSES
	W	1/18	Formatting Text and Links	LWD 7 & 12 (Quiz)
	F	1/20	Links and Graphics	LWD 8 & 9 (Quiz)
3	M	1/23	Links and Graphics	LWD 8 & 9 (Quiz)
	W	1/25	Tables – A Designer's Best Friend	LWD 10 (Quiz)
	F	1/27	In-Class Coding Assignment	
4	M	1/30	Review of Take-Home Coding Assignment	Due: Coding Assignment
	W	2/1	Coding Exam	First Hourly Exam: Coding Exam
	F	2/3	Web Writing and Your Career	www.webwritingthatworks.com/CresourcesSOYOU01.htm
Web Rhetoric				
5	M	2/6	Web Design Software	5th week progress grades due
	W	2/8	Practice Web Design Software	LWD 18
	F	2/10	Intro to Web Writing	www.webwritingthatworks.com/BGuide.htm
6	M	2/13	Brevity & Conciseness in Web Writing	www.webwritingthatworks.com/CGuide1Trim.htm LAST DAY TO DROP A GRAD CLASS WITH A W
	W	2/15	In-Class Review of Revision Assignment	Due: Revision Assignment
	F	2/17	Identifying & Using Appropriate Sections	www.webwritingthatworks.com/CGuide2Scan.htm
7	M	2/20	Writing and Revising Linked Text	www.webwritingthatworks.com/CGuide3Links.htm
	W	2/22	Chunking	www.webwritingthatworks.com/CGuide4Chunky.htm
	F	2/24	Review of Take-Home Writing/Revision Assignment Miscellaneous Formatting and Layout Issues	Due: Take-Home Writing/Revision Assignment LWD 19

Professional Personal Sites				
8	M	2/27		Second Hourly Exam: Writing and Revision
	W	3/1	Discussion of Personal Site	(3/3) LAST DAY TO DROP WITH A W
	F	3/3	In-Class Work on Personal Site	
9				
	M	3/6	SPRING HOLIDAY	NO CLASS
	W	3/8	SPRING HOLIDAY	NO CLASS
	F	3/10	SPRING HOLIDAY	NO CLASS
10				
	M	3/13	In-Class Work - Personal Site	
	W	3/15	In-Class Work - Personal Site	
	F	3/17	In-Class Work - Personal Site	
Client Sites				
11	M	3/20	Intro to Client Sites	Due: Personal Sites
	W	3/22	Web Writing and Client Marketing	http://www.webwritingthatworks.com/HTgen2cpersuade.pdf
	F	3/24		
12				
	M	3/27	In-Class Client Site Work	Spring Lit Festival
	W	3/29	In-Class Client Site Work	Spring Lit Festival
	F	3/31	In-Class Client Site Work	
13				
	M	4/3	Presentation of Client Sites	Due: Client Sites
	W	4/5	Presentation of Client Sites	Due: Client Sites
	F	4/7	What is a Usability Test	Online Examples
Usability Tests				
14	M	4/10	Methodology of UT's	Online Examples
	W	4/12	Developing and Administering UT's	Online Examples
	F	4/14	EASTER HOLIDAY	NO CLASS
15				
	M	4/17	In-Class Usability Test Work	
	W	4/19	In-Class Usability Test Work	
	F	4/21	In-Class Usability Test Work	
16				
	M	4/24	Presentation of Usability Tests	Due: Usability Test Reports
	W	4/26	Presentation of Usability Tests	Due: Usability Test Reports
	F	4/28	Review and Exam Prep	
W 5/3 3:00-5:30 Final Exam				