University of Wisconsin-Stevens Point

College of Letters and Science
Department of Computing and New Media Technologies

WDMD 201 – Introduction to Web Content Creation (3 credits)

Semester I 2016-2017

Course information

Examine core concepts related to Web content creation and development, including interactive graphics, audio and video.

Class meetings	Section 1: Tuesdays & Thursdays, 11:00AM – 12:15PM, SCI A224
	Section 2: Mondays & Wednesdays, 3:35PM – 4:50PM, SCI A224
Final exam times	Section 1: Monday, December 19th, 2:45PM – 4:45PM
	Section 2: Thursday, December 22nd, 12:30PM – 2:30PM
Instructor	Tomi Heimonen, PhD
Office location	B235, Science Building
Email	theimone@uwsp.edu
Telephone	(715) 346-2356
Communication	You are encouraged to contact me (email preferred) regarding the course if you have any questions. When communicating via email, please preface the subject line of your email with "WDMD 201".
	I also encourage you to post questions on D2L on issues pertaining to class activities and assignments so that the whole class can be made aware of pertinent information.
Office hours	Mondays and Wednesdays, 10:00AM – 12:00PM, and by appointment.
Class website	http:///www.uwsp.edu/d2l
	Desire2Learn (D2L) will be used to distribute course materials, assignments and grades. Check it regularly to stay informed of changes to class schedules and other important announcements.
Prerequisites	CNMT 210 – Web Design and Development I
Textbooks	The following required text will be used in this course. It is available for rent or purchase in online bookstores.
	Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel: *About Face: The Essentials of Interaction Design*, 4th Edition, Wiley, 2014. ISBN: 978-1-118-76657-6
	Louis Rosenfeld, Peter Morville, Jorge Arango: *Information Architecture*, 4th Edition, O'Reilly, 2015. ISBN: 978-1-4919-1168-6

Important Note: This syllabus, along with course assignments and due dates, are subject to change. It is the student's responsibility to check D2L for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

Course learning outcomes

Designing and developing web content is one of the key tasks of interaction designers and front-end web developers. The goal of this course is to introduce the core concepts, techniques and tools for designing and developing web-based content and interactions using a user-centered design process (UCD), including the following topics:

- Identifying the user groups for the web-based product or service.
- Defining and documenting the user needs and goals.
- Developing and refining design solutions.

Upon completing this course, students will be able to:

- describe the user-centered design process and apply in creating web content;
- design interactive, usable and accessible Web interactions appropriate for specified user needs and goals;
- produce key deliverables of the UCD process, including competitor analysis, requirements specification, personas, scenarios, wireframes, and prototypes.

You will meet the outcomes listed above through a combination of the following activities:

- Familiarizing yourself with the key concepts, methods and tools of user-centered web design and development by reviewing assigned materials and completing homework and in-class assignments.
- Applying the knowledge and skills gained during class to design, document and prototype an interactive web application.

Grading policy

Graded course activities
Completing coursework awards a maximum total of 1000 points. Grading for this course emphasizes the learning of practical interaction design skills.

Homework and in-class assignments: Each homework problem and in-class assignment will be valued separately as designated in the documentation (200 points total). Homework and assignments help you familiarize with and practice the concepts, methods and techniques introduced in the readings and other course materials. You should bring homework solutions to class and be prepared to demonstrate them on request.

Course project: The course project awards a total of 600 points. By completing the project checkpoints, you will demonstrate your competence in applying the knowledge and skills gained during class to design and develop web-based content and interactions.

Exams and quizzes: In-class exams and/or online quizzes will be scheduled periodically to assess your understanding of the course materials (200 points total). Exams and quizzes will cover the assigned textbook readings and content introduced in course materials.

Specific requirements for each course activity will be announced separately in class and in D2L.

Grading scale
The final grades will be determined according to the following scale:

Grades	Percentage	Grades	Percentage	Grades	Percentage
A	100 – 94.00%	B-	83.99 – 81.00%	D+	70.99 – 68.00%
A-	93.99 – 91.00%	C+	80.99 – 78.00%	D	67.99 – 64.00%
B+	90.99 – 88.00%	C	77.99 – 74.00%	F	< 64%
B	87.99 – 84.00%	C-	73.99 – 71.00%		

The instructor reserves the right to revise the grade cutoffs to be more generous if necessary.

Late policy
All coursework for this course will be submitted electronically through D2L unless otherwise instructed. Required materials must be submitted by the given deadline or special permission must be requested from instructor *before the due date*.

Coursework (homework, assignments and the final project) that is turned in more than 2 hours after the time it is due will receive a 20% late penalty on the grade. Submissions that are more than 5 days late will receive an automatic grade of 0 points. **It is not possible to make up missed exams without prior approval.**

The instructor reserves the right to adjust this policy to account for extraordinary situations, such as documented illness, medical emergencies or an approved university activity. You are required to inform the instructor as soon as possible of such situations but **at most within five working days of the due date in question.** If you know ahead of time that you will have a legitimate reason for missing a due date, contact the instructor to discuss an extension.

Viewing grades in D2L
Points you receive for graded activities will be posted to the D2L Grade Book. Online grades are updated once a grading session has been completed – typically within 2-3 business days following the completion of an activity. You will see a visual indication of new grades posted in D2L.

Course policies

Participation
Students are expected to complete all course activities as outlined in this syllabus and in D2L to earn a passing grade. You are expected to check your UWSP email and the course D2L instance daily to keep up-to-date on course related announcements.

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that we can help you find a solution.

You may also be asked to review and provide feedback on the work created by your peers. When doing so, please remember that the objective is to critique the work, not the person. Criticism or discrimination against a person based on gender, race, ethnic background, religion, or sexual orientation will be subject to the University's disciplinary procedures and will also result in deduction of points on the course. For more information on the university's discrimination policy, see http://www.uwsp.edu/dos/Pages/Discrimination%20Policy.aspx

Completing coursework
You will complete a variety of coursework during this course, which help you gain a deeper understanding of the topics discussed in class.

All coursework requirements and due dates will be announced in class and D2L, along with further instructions. It is your responsibility to check D2L for assignments and material distributed in class.

Please note that originality checking by Turnitin.com is integrated in D2L and it may be used to review the coursework you submit.

Teamwork
Many of the coursework activities will be completed in teams of 2-3 students. Each member of the group is responsible for completing the assigned work to the best of their ability. For each coursework activity carried out as a group, the groups are required to file a work plan with the

instructor. The work plan will detail the responsibilities of each group member in completing the coursework. The work plan will be used as the basis for grading and conflict resolution.

Dropping/withdrawing from the course
It is the student's responsibility to understand when they need to consider un-enrolling from a course. Refer to the UWSP Academic Calendar for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons include, but are not limited to, documented and severe physical/mental illness/injury to the student or student's family. Please consult the instructor at the earliest opportunity to discuss the need to drop the course after the mandated deadline.

Incomplete policy
Under emergency/special circumstances, students may petition for an incomplete grade. An incomplete will only be assigned if inability to complete the coursework was due to a documented illness/injury or other circumstance beyond the student's control. All incomplete course assignments must be completed by the end of Semester II 2016-2017.

Software requirements and file storage
There are no specific software requirements on this course. We will be using a variety of software products to produce design deliverables. The software will be either freely available online, available in the UWSP Application Center or installed in labs.

Storage media (e.g., flash drive or external hard drive, or cloud-based storage) will be useful to store and transport the files created during this course. You should bring homework solutions to class and be prepared to demonstrate them on request.

Technology use in class
Cell phones and other mobile devices may not be used in class for activities other than those related to the class, such as trying out demos and new technologies on your phone or tablet.

If you wish to record (audio or video) the class meetings, please consult the instructor first.

Accommodations

If you have a documented disability and verification from the Disability and Assistive Technology Center and wish to discuss academic accommodations, please contact the instructor as soon as possible. It is the student's responsibility to provide documentation of disability to Disability Services and meet with a Disability Services counselor to request accommodations before classes start.

The Disability and Assistive Technology Center is located in 609 Learning Resource Center and can be contacted by phone at (715) 346-3365 (Voice) / (715) 346-3362 (TDD only) or via email at datctr@uwsp.edu.

Statement of policy
UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center in 609 LRC, or (715) 346-3365.

Religious beliefs

Relief from any academic requirement due to sincerely held religious beliefs will be accommodated according to UWS 22.03. Students need to notify the instructor within the first week of the beginning

of classes of the specific days or dates on which he or she will request relief from an examination or academic requirement.

UWSP academic honesty policy & procedures

Student academic disciplinary procedures

UWSP 14.01 Statement of principles

The board of regents, administrators, faculty, academic staff and students of the university of Wisconsin system believe that academic honesty and integrity are fundamental to the mission of higher education and of the university of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

UWSP 14.03 Academic misconduct subject to disciplinary action.

(1) Academic misconduct is an act in which a student:
    a. Seeks to claim credit for the work or efforts of another without authorization or citation;
    b. Uses unauthorized materials or fabricated data in any academic exercise;
    c. Forges or falsifies academic documents or records;
    d. Intentionally impedes or damages the academic work of others;
    e. Engages in conduct aimed at making false representation of a student's academic performance; or
    f. Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Consult the instructor in advance if you have any questions regarding admissible practices.

Emergency preparedness

In the event of a medical emergency, call **911** or use red emergency phone located outside of the Public Science Hall Lab (B238). Offer assistance if trained and willing to do so. Guide emergency responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure in the basement of the Science building.

In the event of a fire alarm, evacuate the building in a calm manner. Meet near the grassy area near the Chemistry Biology building construction site. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Call 911 when it is safe to do so. Follow instructions of emergency responders.

See UW-Stevens Point Emergency Management Plan at http://www.uwsp.edu/rmgt for details on all emergency response at UW-Stevens Point.

Tentative schedule

Week 01	Syllabus review; course introduction Overview of interaction design
Week 02	User-centered design process Research: identifying user goals and understanding the domain
Week 03:	Design research process Competitor analysis
Week 04	Conducting qualitative user research: interviews and observation Sharing initial user research results
Week 05	Modeling user research findings Constructing personas
Week 06	Scenario-based design
Week 07	Constructing the design framework Requirements documentation
Week 08	Information architecture
Week 09	Sitemaps
Week 10	Wireframing
Week 11	Content mapping and structure Card sorting
Week 12 Thanksgiving	Organization and navigation systems
Week 13	Designing search and faceted exploration
Week 14	Design standards, guidelines and style guides Accessibility; Section 508
Week 15	Project presentations
Week 16 Finals week	Final exam

Important Note: Refer to the D2L course calendar and Dropbox details for specific due dates for coursework. If you have any questions, please contact your instructor.