

TCOM 320 Principles of Web Design, Autumn 2022

Instructor: Dr. Huatong Sun (“Dr. Sun”)

E-mail (preferred contact method): htsun@uw.edu

Instruction Time: T 10:10-12:10 p CP 109

Office Hours: T 12:20-1:20 p GWP 405 | TH 12:20-1:20 p Zoom

Zoom Link: <https://washington.zoom.us/my/huatongs>

Course Website: <https://canvas.uw.edu/courses/1595134>

Course Description

This course teaches you how to produce websites from a rhetorical perspective with a combined “hands-on” and theoretical approach. You will learn how to better communicate through digital media, and understand how purpose, audience, and context affect the development of web pages and small websites. Topics include principles of web-based document design, creation, layout, editing, and posting to the Internet, user testing, information architecture, and content strategy.

While we will spend time working with HTML, CSS and technical issues, this is not a course on programming. Instead, we will focus on developing strategies for creating websites that invite and encourage users to interact with their content.

This course is counted as a breadth course for the [Minor of Innovation and Design](#).

This course uses the Canvas Learning Management System for course material, assignment submission, communication between faculty and students, and grades posting. The Canvas Course Site can be accessed through MyUW at <http://my.uw.edu> or the UW Canvas home page at <https://canvas.uw.edu/>.

You’re highly recommended to browse course content from a computer. Browsing from a mobile phone has been found to miss important content during scrolling in the past.

Course Objectives

- Analyze specific audiences and rhetorical situations in the design of websites
- Gain familiarity with various genres of communication on the web and the qualities which make them effective
- Practice how to analyze, design, and/or revise websites
- Understand principles of information architecture and user-centered information design
- Gain proficiency in using professional web design and publishing platforms such as WordPress and Canva
- Develop skills to work and communicate professionally in a web design team

Particularly these objectives support the following IAS learning objectives and those for the Communication major:

- IAS
 - Develop proficiency in skills such as writing and critical thinking
 - Achieve knowledge of the theories, concepts and methods of cross-cultural analysis

- Communication
 - Be able to conduct thorough and critical research for both media theory and skills assignments
 - Understand the power of the visual image and the written word
 - Develop the skills to write, edit, and produce online products
 - Be prepared for a variety of jobs in mass media

Required Texts

- Stephen Burge (2020). *WordPress Explained*.
- Redish. *Letting go of the words: Writing web content that works*. 2e. (Free online version available from the library:
<https://alliance-primo.hosted.exlibrisgroup.com/permalink/f/kjtuig/CP71290703360001451>)

Note: You are required to obtain textbooks or secure access to textbooks by the end of the first week in a quarter system. I would not accept any excuse of being unable to complete assigned tutorials or homework due to the availability of the books after that date.

Class Structure and What to Expect

For this hybrid course, we meet once a week, on Tuesdays, and then you do online work for the rest of the week. The assignments for the online components are usually due on Friday midnight.

- *Workload and time.* This is a hybrid course that meets once a week for two hours with the remaining coursework to be completed online. According to UW policy, you should expect to spend 3 hours of work per credit, therefore this class is a 15 hour a week commitment.
- *In class meetings.* During our in-person meetings each week, you will be expected to come to class prepared to share your work in class. This class is a design studio, not a lecture course. Full participation is expected. You will be required to engage in class activities, peer review, small and large group discussion for credit.
- *Online.* Your online work will consist of reading, writing, designing, and homework. Full participation is expected. All assignments and activities will be on Canvas with deadlines indicated. Most online work outside Tuesday in ASYNCHRONOUS. Rarely, maybe once or twice a quarter, we'll have a synchronous online session to serve student needs, in which attendance is recommended, but not required.
- *Late work.* Getting behind on assignments will prevent you from being successful both in the class and in peer review and subsequent reflection. Therefore, late work should be avoided in order not to miss valuable learning experience. If there are extenuating circumstances, such as an illness or emergency, please contact the instructor before the assignment is due, and we'll work out a solution. Although I don't usually penalize for emergencies, your project will be **reduced by an entire letter grade** for each day the assignment is late in most circumstances and each two days during the pandemic.

UWT's Response to Covid-19

The pandemic will unfortunately continue to be present during this quarter, uniquely affecting all of us in a variety of ways. We in this class, and on the UWT campus, are a community. Following

recommended practices and demonstrating concern for yourself and others are the best strategies for us (and those we love) to all stay healthy this term.

- Please read the Student Affairs website (<https://www.tacoma.uw.edu/student-affairs>) for links to up-to-date information about being on campus during the pandemic, health guidelines, and the protocol if you feel sick.
- **Face Covering Policy:** Masks are “strongly recommended” rather than “required” during the first two weeks of the quarter, and “recommended” after that. The updated policy is now EHS website at <https://www.ehs.washington.edu/covid-19-prevention-and-response/face-covering-policy>
- **Eating & Drinking is not allowed** in CP 109, as mandated by our lab policy.
- If you think you have COVID-19 or have come in contact with someone who has been diagnosed with COVID-19:
 - o Stay home. Do not go to school or work. Avoid public places.
 - o Inform your instructor so that they are aware.
 - o Call your health provider and follow their advice. Students can also use [CHI Virtual Urgent Care](#).
 - o Email Dr. Bernard Anderson, Associate Vice Chancellor for Student Life, at bander48@uw.edu, to learn of available support services and academic accommodation procedures.
- Visit <https://www.tacoma.uw.edu/uwt/chancellor/covid-19> for the latest updates, resources, and more.
- Please consider activating “WA Notify” on your phones if you haven’t already. This will make it much easier for the university to reach out to you if you have been a close contact with someone who has tested positive for Covid. You can learn about the program and how to activate it here: <https://www.washington.edu/coronavirus/wanotify/>

I am happy to work with you should your life and circumstances be complicated by the pandemic or other factors. Please do not hesitate to contact me right away if you have any questions or concerns! Similarly, I ask for your patience and flexibility as unexpected changes inevitably come our way.

Learning Protocols During a Pandemic

Do I have to come to class?

Yes, you do. This class is an in-person class on Tuesdays. You are expected to come to class and participate fully to benefit from course activities and meet the course’s learning objectives. You should only register for this class if you are able to attend in-person. However, if you are sick, please stay home.

What if someone misses class due to being sick?

If you cannot be in class due to illness or quarantine, please keep up with the course work as much as you can. All assignments and activities will be posted to Canvas. If I cannot be in class due to illness, I will notify the class by 8am on the day of class with an update and a plan.

Where should I sit?

For the first day of class, you can sit wherever you would like but this will become your permanent seat for the first four weeks of the quarter. You need to return to the same seat so we can create a seating chart in case we need it for contact tracing. After the first four weeks, we will shift seating to put students in smaller groups for the rest of the quarter.

Communication Protocols

Should any questions arise throughout the term, please first refer to your syllabus and the “FAQ” discussion board posted in the Orientation Module. If you are unable to find a suitable answer, or you wish to communicate with me regarding specific course content or personal matters, please email me at htsun@uw.edu or schedule a Zoom meeting appointment. I will respond to your email within 24 hours during weekdays, and you'll find that I usually respond much faster. However, I might not check email over the weekend.

- **Please write to me through UW email!** Canvas email is not convenient to respond or archive.
- When emailing, include the course name or number in the subject line, and be sure to include your name! Failure to do so may result in a delay or non-response to your query as I might miss your message.
- If you do not hear from me after 24 hours during weekdays, **please don't hesitate to email me again.** I get busy, lose emails from time to time, or forget to respond.
- Do not expect a response about an extension or other problem five minutes before the assignment is due.
- UW Tacoma employees and students are issued a University of Washington NetID and email account. University email communications will only be sent to their University of Washington email address. Faculty and staff are not obligated to respond to students using non-UW email accounts. Those who choose to forward their emails to a non-UW email address do so at their own risk. The University is not responsible for any difficulties that may occur in the proper or timely transmission or access of email forwarded to any email address, and any such problems will not absolve employees and students of their responsibility to know and comply with the content of electronic university communications sent to UW email addresses.
- To book an appointment on Canvas, please check this page:
<https://community.canvaslms.com/t5/Student-Guide/How-do-I-sign-up-for-a-Scheduler-a-ppointment-in-the-Calendar/ta-p/536>

A Note on Technical Difficulties

- When access to the course is not available for an extended period of time due to UWT issues (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by 11:59pm).
- If you experience outages resulted by your service provider, an extension will be granted.
- If you experience problems with Canvas, visit
<https://itconnect.uw.edu/tools-services-support/teaching-learning/canvas/canvas-help-for-students/>

Assignments and Weight

- | | |
|---|-----|
| • Wordville project | 20% |
| • Website makeover group project | 30% |
| • Critical design review | 25% |
| • Quizzes | 10% |
| • In-class exercises & homework | 10% |
| • Participation | 5% |

Note:

- You must finish all the major assignments (the first three items in bold on the list) in time to get the passing grade in this course.
- There is no make-up for quizzes, in-class exercises, or homework if you miss one.

Grading Scale

- **IMPORTANT!!!** I use the gradebook function of Canvas primarily for communication purpose. Please be aware that Canvas lacks a smart formula to calculate the weight of each assignment into an accurate final score, and your total score could be different from what you see from Canvas, but the grade for individual assignment should be the same with my records.
- TCOM 320 is a skills-based course for the Communication Curriculum which values and considers both the efforts and progress you have made in the class for grading.
- Grades are based on the University of Washington grading scale:
<http://www.tacoma.uw.edu/node/37545>
- See below for the grading conversion table for this class:

Points	Letter grade	Numerical grade
97-100	A+	4.0
93-96	A	3.9
90-92	A-	3.8 – 3.5
87-89	B+	3.4 – 3.2
83-86	B	3.1 – 2.9
80-82	B-	2.8 – 2.5
77-79	C+	2.4 – 2.2
73-76	C	2.1 – 1.9
70-72	C-	1.8 – 1.5
67-69	D+	1.4 – 1.2
63-66	D	1.1 – 0.9
60-62	D-	0.8 – 0.7
0-59	F	0.0

Late Work

All assignments are due on their designated due time. I do not accept late assignments. If you know there will be a time conflict in your schedule in advance, e-mail or talk to me, and we can negotiate an appropriate due date for the assignment. Although I don't usually penalize for emergencies, your project will be **reduced by an entire letter grade** for each day the assignment is late in most circumstances and **each two days** during the pandemic.

Student Conduct in Remote Learning Contexts

- The Student Conduct Code remains in place for all students whether a course is offered in person, online, or remotely.
- The instructor's intellectual property rights and the privacy of all course participants must not be violated by students at UW Tacoma. Students may not share course materials with non-class members without explicit written permission from the course instructor.
- Harassment or bullying of instructors and students, including via electronic media, the internet, social networks, blogs, cell phones, and text messages, will not be tolerated. Students found responsible for such infractions are subject to disciplinary sanctions.
- Students may not record any part of a class session without the express consent of the instructor, unless approved as a disability accommodation. Individual course instructors may record course sessions but only for use by registered class members for instructional purposes. All recordings will be housed on secure platforms authorized by UW.
- Civility is a requirement – use common sense. For example, no name calling of other students. Also, consider that we all come from different places in the world and have different experiences, your experience is just that YOUR experience and it is not representative of something as a whole (that's called universalism), on the other hand, it

is important to bring those things up, especially if it is in opposition of what is being presented as “common” or “normal.”

- Students learn more when participating actively in the learning process. The ability to function professionally and to communicate in an appropriate manner is critical to success in any career field. College learning environment is actually a professional environment, similar in many ways to a professional work environment. Remember you are an emerging professional who represents UWT, and professionalism indeed begins from classrooms.

An incidence of displaying negative attitude toward others and being disrespectful will result in a one-point deduction from your participation grade.

Technology Expectations and Access

In this class you will be completing projects with advanced software. However, the class is focused on teaching you strategies for design, not on teaching you software, so while we will complete tutorials in related programs and discuss a number of their features in class, we will not devote class time to instruction on using these programs—*UWT is not a community college or a technical college*. **It is your responsibility to learn the software and gain familiarity with those platforms.** I will certainly be available during office hours to help with technological problems you encounter with the assignments, but **I expect that you will have completed the tutorial and made an effort to solve the problem yourself before you see me.**

You have the following computer-related responsibilities in this class:

- You are expected to check the Canvas course site and your e-mail regularly for updates to the schedule, new assignments, and messages.
- You are responsible for spending time outside of class to get up to speed on computer technologies and applications that are unfamiliar to you.
- You will also need a positive attitude towards learning technologies with which you may be unfamiliar. In most cases, you will not need to be experienced in the specific program or procedure you will be asked to do. Rather, you are expected to be patient and curious enough to keep trying until you learn the best way to work.

Think of the network environment in this class as your workplace. Adapting to new computer systems, platforms, and software will be increasingly important as you progress in your professional development.

Technology access and practice is *vital* for the success of this course. Please consider yourself taking a web “piano” class. You don’t need to purchase a “piano” for this class; however, you must have access to and practice on your “piano” frequently. If you are not ready for making this time commitment, you might want to consider taking this course later.

Religious Accommodations

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW’s policy, including more information about how to request an accommodation, is available at [Religious Accommodations Policy](#). Accommodations must be requested within the first two weeks of this course using the [Religious Accommodations Request form](#).

Safe Campus

Preventing violence is a shared responsibility in which everyone at the UW plays apart. The SafeCampus website (washington.edu/safecampus) provides information on counseling and

safety resources, University policies, and violence reporting requirements help us maintain a safe personal, work and learning environment.

Academic Honesty

The faculty at UWT takes academic honesty very seriously. Behaving with integrity is part of our responsibility to our shared learning community. If you're uncertain about if something is academic misconduct, ask me. I am willing to discuss questions you might have.

Acts of academic misconduct may include but are not limited to:

- Cheating (working collaboratively on quizzes/exams and discussion submissions, sharing answers and previewing quizzes/exams)
- Plagiarism (representing the work of others as your own without giving appropriate credit to the original author(s))
- Unauthorized collaboration (working with each other on assignments)

Concerns about these or other behaviors prohibited by the Student Conduct Code will be referred for investigation and adjudication. Students found to have engaged in academic misconduct may receive a zero on the assignment (or other possible outcome).

It is your responsibility to be familiar with the student code; for more information, refer to this website: <https://www.tacoma.uw.edu/registrar/academic-policies#permalink-16076>

Counseling Center & CARE Resources

The Counseling & Psychological Services offers short-term, problem-focused counseling to UW Tacoma students who may feel overwhelmed by the responsibilities of college, work, family, and relationships. Counselors are available to help students cope with stresses and personal issues that may interfere with their ability to perform in school. The service is provided confidentially and without additional charge to currently enrolled undergraduate and graduate students. To schedule an appointment, please call 253-692-4522, email uwtcaps@uw.edu, or stop by the Counseling & Psychological Services, located in MAT 354. Additional information can also be found by visiting: <https://www.tacoma.uw.edu/uwt/caps>.

For a variety of student support, please check out the page of CARE Team Resources: <https://www.tacoma.uw.edu/student-life/care>

Disability Support Services

The University of Washington Tacoma is committed to making physical facilities and instructional programs accessible to students with disabilities. Disability Support Services (DSS) functions as the focal point for coordination of services for students with disabilities. In compliance with Title II of the Americans with Disabilities Act, any enrolled student at UW Tacoma who has an appropriately documented physical, emotional, or mental disability that "substantially limits one or more major life activities [including walking, seeing, hearing, speaking, breathing, learning and working]," is eligible for services from DSS. If you are wondering if you may be eligible for accommodations on our campus, please contact the DSS reception desk at 692-4522, or visit <https://www.tacoma.uw.edu/dss>

Teaching and Learning Center

The Teaching and Learning Center offers free academic support for students at all levels. They offer one-on-one consultations and group workshops in writing, math, statistics, science, and Spanish. They also work with students on questions about English grammar & vocabulary, reading, and learning strategies. Located in Snoqualmie 260 and online, their schedules for

appointments and drop-in visits are posted on the website at tacoma.uw.edu/tlc. For special needs or subject tutoring requests, please email uwteach@uw.edu or call 253-692-4417.

Title IX Statement

UW, through numerous policies (<https://www.washington.edu/titleix/policies/>), prohibits sex- and gender-based violence and harassment, and we expect students, faculty, and staff to act professionally and respectfully in all work, learning, and research environments. For support, resources, and reporting options related to sex- and gender-based violence or harassment, visit UW Title IX's webpage (<https://www.washington.edu/titleix/>), specifically the Know Your Rights & Resources (available via the Support & Help page).

If you disclose information to me about sex- or gender-based violence or harassment, I will connect you (or the person who experienced the conduct) to confidential and/or private resources who can best provide support and options. Please note that some senior leaders and other specified employees have been identified as "Officials Required to Report" (<https://www.washington.edu/titleix/title-ix-officials-required-to-report/>). If an Official Required to Report learns of possible sex- or gender-based violence or harassment, they are required to call SafeCampus and report all the details they have in order to ensure that the person who experienced harm is offered support and reporting options.

Inclement Weather

In the event of inclement weather please note the following steps for determining whether the campus is open and whether our class will be held as scheduled or not:

1. Call (253) 383-INFO. This number will inform you whether the campus has been closed. The class will be cancelled when the school is closed. You are recommended to subscribe a text alert for school closing at <https://www.tacoma.uw.edu/fa/safety/uw-alert>
2. Check your course website for the latest class announcement. Our class might be either cancelled or conducted online when inclement weather situation makes commuting unsafe even though the university is not closed. Please stay current with your course website during those situations. If that happens, I will post an announcement to the website AND send an email message to the class listserv by 9 am of that day or earlier.

Tentative Schedule

Week	Date	Topics	Project Due
1	9/29	Course intro; Khan academy intro	
2	10/4	Instructor away for business conference	Khan 1: Intro to HTML; WP 1
	online	Instructor away for business conference	Khan 2: Intro to CSS
3	10/11	Intro to Wordville project; technology orientation & WordPress workshop; HTML coding review	Khan 3: More HTML tags
	online	CSS (Cascading Style Sheets) basics; content types & content strategy; WP workshop	Khan 4: CSS text properties; WP 2-7

4	10/18	Work review; html practice test; CSS positioning & layout	
	online	Navigation & wayfinding; typography; WP workshop	Khan 5: CSS layouts; WP 8-11
5	10/25	HTML quiz ; Design principles; Web graphics & Intro to Canva	
	online	CSS practice; <i>graphics workshop</i>	<i>Wordville project beta</i>
6	11/1	CSS quiz ; Intro to website makeover group project	<i>Wordville project</i>
	online	Persona & competitive review	Group preference; W1-2; Competitive review; persona
7	11/8	Group work orientation (must come for group meetup!); Wireframes; design model workshop	W Interlude 1 (content strategy) & 3 (page design)
	online	Design model workshop	Team contract; 2nd WP site & elementor plugin; W 4-5 (home & pathway pages)
8	11/15	Information architecture & content strategy	Design model; W6-7 (content structure & conversation); additional readings
	online	Usability testing primer; Discounted usability testing + expert review	Individual web content piece; W 14-15 (Usability)
9	11/22	Catch-up & workshop; Make-Up Quiz	W8-10: refining content (headlines, headings, sentences)
		<i>Thanksgiving Recess</i>	
10	11/29	Group work for usability tests	<i>Group design beta</i> ; W11-13: refining content (List & tables, Links, & illustrations)
	online	Group work for presentation	Usability testing debriefing
11	12/6	Group presentation	<i>Group design project</i>
	online	Looking forward & workshop	
Final	12/13		<i>Critical design review</i>