New Course Request

Indiana University

Check Appropriate Boxes: Undergraduate credit ☑ Graduate credit ☐ Professional credit ☐

1. School/Division: Arts & Sciences
2. Academic Subject Code: ENG

3. Course Number: W235 (must be cleared with University Enrollment Services)
4. Instructor: Rumsey, Suzanne

5. Course Title: Introduction to Web Authoring

Recommended Abbreviation (Optional): (Limited to 32 Characters including spaces)

6. First time this course is to be offered: (Semester/Year): Fall 2009

7. Credit Hours: Fixed at 3 or Variable from _______ to _______

8. Is this course to be graded S-F (only)? Yes No X

9. Is variable title approval being requested? Yes No X

10. Course description (not to exceed 50 words) for Bulletin publication: Designed to help students read, analyze, evaluate, and author websites from a variety of perspectives (e.g. historically, usability, rhetorically, and technically). Students will design their own websites by working in raw code and composing with HTML editors, and by capturing, creating, and manipulating graphics

11. Lecture Contact Hours: Fixed at 3 or Variable from _______ to _______

12. Non-Lecture Contact Hours: Fixed at _______ or Variable from _______ to _______

13. Estimated enrollment: 22 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: every 3rd sem. Will this course be required for majors? no

15. Justification for new course: see appendix

16. Are the necessary reading materials currently available in the appropriate library? yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date 5/18/08

Date Department Chairman/Division Director

Dean of Graduate School (when required) Date

Approved by: [Signature] Date 7/4/2008

Chancellor/Vice-President Date

University Enrollment Services Date

University Enrollment Services Final-White; Chancellor/Vice-President-Blue; School/Division-Yellow; Department/Division-Pink, University Enrollment Services Advance--White

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.
MEMORANDUM

TO:        IU Enrollment Services
FROM:      Dr. Suzanne Rumsey
DATE:      September 2, 2008
RE:        New Course Proposal for W235, Introduction to Web Authoring

The following outlines my course proposal for W235, Introduction to Web Authoring. This memo appends the New Course Request form.

Bulletin Course Description

Designed to help students read, analyze, evaluate, and author web sites from a variety of perspectives (e.g. historically, usability, rhetorically, and technically). Students will design their own web spaces by working in raw code and composing with HTML editors, and by capturing, creating, and manipulating graphics.

Course Justification

Presently on the Fort Wayne Campus we have W367/C567, Writing for Multiple Media. In order to rhetorically study a broader range of multimedia applications (e.g. multimedia audio and video productions, interactive designs, games, etc.) a basic course in Web Authoring is needed. Further, Professional Writing students need to understand Web authoring to be viable technical writers. No course in Professional Writing currently exists to teach such skills.

Complete Course Outline

See attached syllabus.

Course Overlaps

Currently there are no other Web Authoring courses which take a rhetorical approach to web authoring at the Fort Wayne campus. There are technical courses in computer science and coding (e.g. CPET 213 Web-based Analysis and Design and CPET 495 Web Engineering and Design), courses in computer graphics (CS 321 Introduction to Computer Graphics, and FINA P151 & P152 Design Fundamentals), and courses in professional writing (W232 Introduction to Business Writing, W234 Technical Report Writing, W331 Business and Administrative Writing, and W421 Technical Writing Projects). None of these courses sets out to help students rhetorically examine why we make design decisions for web spaces and how knowledge of invention techniques alters how one develops content for the web. While other courses teach technical specifics in how, W235 uniquely addresses the analysis and evaluation of web sites as well as the production.
English W235: Introduction to Web Authoring
Fall 2009

Dr. Suzanne Kesler Rumsey
Assistant Professor
Department of English & Linguistics
Classroom Medical Building 043
Indiana University – Purdue University Fort Wayne
rumseys@ipfw.edu

Bulletin Course Description

Designed to help students read, analyze, evaluate, and author web sites from a variety of perspectives (e.g. historically, usability, rhetorically, and technically). Students will design their own web spaces by working in raw code and composing with HTML editors, and by capturing, creating, and manipulating graphics.

Course Goals:

We will approach authoring for the World Wide Web from a variety of perspectives. We will look historically at patterns and trends that have shaped the Internet and the web and how these patterns and trends characterize the web today. We will look critically at how individuals, businesses, government organizations, and others construct and distribute knowledge within and through electronic spaces. We will look rhetorically at a variety of web sites to better understand effective—and not-so-effective—web design and to identify trends in digital design and information architecture.

We will then apply these principles by designing our own web spaces by working in raw code and composing with HTML editors, and by capturing, creating, and manipulating graphics. And, most importantly, by reflecting upon and writing about the choices we make as we select among available technologies and approaches to perform web-authoring tasks.

By the end of the course, you should be able to:

- make sound and informed technical, rhetorical, and design-related choices
- apply sophisticated strategies for web writing and digital content development
- critique, update, and troubleshoot web sites you have created
- continue to develop your skills in designing and creating web sites

Required Text(s)

- Various web-based readings available on our eLearning website

**Assignments**

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<thead>
<tr>
<th>Assignment</th>
<th>Purpose</th>
<th>Points</th>
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<tbody>
<tr>
<td><strong>Module 1</strong>&lt;br&gt;Searching and Evaluating the Web</td>
<td>Knowing the basics of browser software. Create set of criteria for evaluating what you find on the web.</td>
<td>100</td>
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<tr>
<td><strong>Module 2</strong>&lt;br&gt;Creating Web Pages in HTML</td>
<td>Introduction to HTML</td>
<td>100</td>
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<tr>
<td><strong>Module 3</strong>&lt;br&gt;Creating Web Pages with Netscape or Mozilla Composer</td>
<td>Introduction to basic web composers. Compare to HTML and evaluate.</td>
<td>100</td>
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<td><strong>Module 4</strong>&lt;br&gt;Working with Graphics</td>
<td>Extend knowledge of image file types and manipulation within composers and HTML</td>
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<td><strong>Module 5</strong>&lt;br&gt;Creating Web Pages in Macromedia Dreamweaver Part I</td>
<td>Introduction to Dreamweaver. Compare to HTML and other editors. Focuses on color.</td>
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<td><strong>Module 6</strong>&lt;br&gt;Creating Web Pages in Macromedia Dreamweaver Part II</td>
<td>Continue Dreamweaver. Create a set of interlinked web pages that articulate three concepts from the course readings.</td>
<td>100</td>
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<td><strong>Module 7</strong>&lt;br&gt;Introduction to Photoshop</td>
<td>Explore Adobe Photoshop to alter, create, and manipulate images.</td>
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<td><strong>Module 8</strong>&lt;br&gt;Jobs in Web Authoring</td>
<td>Explore what career opportunities there are in web authoring. Articulate your next steps in school and/or career</td>
<td>100</td>
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<td><strong>Web Design Presentation</strong></td>
<td>Present an analysis of a good and a bad website to the class in a 5 minute presentation</td>
<td>100</td>
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<td><strong>Blog/Journal</strong></td>
<td>Respond to readings, collect ideas and hints, develop methods for web development and analysis</td>
<td>200</td>
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<tr>
<td><strong>Web Impact Report</strong></td>
<td>Research the impact of the web on your chosen field.</td>
<td>200</td>
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<td>Final Project</td>
<td>Write a 4-5 page informal report.</td>
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<td>Proposal</td>
<td>Design your own final project, based on course principles (technical, visual, and creative).</td>
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<td>Project</td>
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<td>Presentation</td>
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**Grading**

1800 total points possible.

90% (1620 or higher points) = A  
80% (1440 to 1619 points) = B  
70% (1260 to 1439 points) = C  
60% (1080 to 1259 points) = D

**Attendance & Deadlines**

Class projects require your active participation and attendance. Because of this, you have 3 absences in this class. There are no “excused” absences; either you are present with your work completed or you are not. After your third absence, each subsequent absence results in 3% off of your final grade for the course.

The homework and deadlines listed in the schedule are due the day under which they are listed. For example, if something is listed for Tuesday, it is to be completed before class on Tuesday.

**Late Work**

I reserve the right to refuse to read exercises and projects submitted late. If I do accept late work, it is subject to a deduction of 10 points per day. No work will be accepted more than one week later than its scheduled due date.

**Ethics and Plagiarism**

The IPFW 2006-2007 Undergraduate Bulletin describes plagiarism as "a form of cheating in which the work of someone else is offered as one’s own. The language or ideas thus taken from another may range from isolated formulae, sentences, or paragraphs, to entire articles copied from printed sources, speeches, software, or the work of other students" (277). To borrow someone else’s writing without acknowledging that use is the worst form of academic dishonesty, which can result in failure for the course as well as sanction from the University. (See the section entitled “Academic Honesty” in the bulletin.) The "ghost writing" of a paper also can lead to sanction from the University. That is, you should never do someone else's homework for them.
You must do your own original work in this course--and to identify that portion of your work which is collaborative with others, or borrowed from others, or which is your own work from other contexts. **Whenever you quote passages, borrow graphics, or use ideas from others, you are legally and ethically obliged to acknowledge that use, following appropriate conventions for documenting sources.**

You may revise work that you have done or are doing in other courses as long as it meets the following conditions: (1) it is your own work, (2) you plan an extensive revision for this course, and (3) you have informed, and have received the approval of, your instructor. If you have doubts about whether or not you are using your own or others' writing ethically and legally, ask your instructor.