TECM 3200: Information Design for Electronic Media
University of North Texas
Technical Communication
Spring 2020

Instructor and Course Information

Lecture	Monday 5:00-7:50p.m. Auditorium 308
Lab:	Wednesday 1:00-1:50p.m. Auditorium 308
Instructor:	Susan McKenzie
Office:	GAB 543 #10
Email:	susan.mckenzie@unt.edu

Course Description

In this class you will learn how to design, develop, and write information for electronic media. This includes designing and developing for mobile and desktop interfaces.

By the end of this course you should be able to

- Design and code a website in HTML5/CSS by hand
- write content in ways that is appropriate to be read on-screen;
- understand how to record and edit audio and video material to place on websites;
- create and apply cascading style sheets to new and existing websites in a responsive manner for multiple size browsers
- know the existing language of technology in technical communication and know where to access information to stay current on the changing field.

This course fulfills the CLASS requirement for Communication and Digital Skills. At the end of this course, students should be able to demonstrate effective communication using a digital technological platform and do at least two of the following:

- Demonstrate the ability to communication a central idea effectively using appropriate organization/ structure.
- Demonstrate the ability to develop content at an advanced level using a combination of effective supporting materials.
- Demonstrate the ability to engage in verbal and nonverbal communication behaviors that are appropriate for the audience and adhere to the conventions of the medium selected (written, oral, or visual).
- Develop competency in using digital technology.
- Demonstrate the ability to communicate effectively using a digital technological platform

Course Materials

- Robbins, Jennifer. Learning Web Design. O'Reilly Media Inc. 2018.
- Web articles as assigned.

Course Assignments

Note: More details will be provided when assignments are made.

Design Project (Group Project) – 20%

For this project, you will be required to do some research on different design approaches and choose the best approach for the assignment, there will also be some user research, user personas and a design for the web page in question. There will be very specific requirements so read the assignment carefully.

Homework, Quizzes and Other Assignments – 20%

In addition to the major assignments, you will complete a series of short homework assignments and in-class activities as well as announced and unannounced quizzes on the course's content. These assignments are often given as part of your class participation and attendance.

Lab Grade (Individual) - 30%

You will be required to complete several individual assignments for lab throughout the semester.

Final Project : HTML/CSS Web Portfolio - 30%

For this project, you'll create a professional portfolio website. If you've already created one for another course, you may revise your existing portfolio, or create a new website altogether. Revising an old portfolio means substantially changing both the design and content so that your website is targeted at a specific audience. All source code must be written by hand without the aid of a WYISWIG editor (Dreamweaver, Google Sites, etc.) and all styles must also be written by hand. You must create at least 3 different html pages (2 in addition to your landing page), there must only be a common style sheet in use on each page.

Grading

The grading criteria serve as general guidelines for all course assignments.

"A" (90-100%): A manager would be very impressed and would remember the work when a promotion is discussed. In this course, that means work that is a pleasure to read, with excellent content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale.

"B" (80-89%): A manager would be satisfied with the job, but not especially impressed. This means that papers are well written and well produced, and demonstrate a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.

"C" (70-79%): A manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work. In other words, the paper may have clear, but underdeveloped ideas, or the paper might not engage or affect the reader. The paper may contain some errors in grammar, mechanics, or logic.

"D" (60-69%): A manager would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The paper may contain incomplete information, have serious grammar and mechanical problems, lack clear organization, or be conceptually unclear.

"F" (0-59%): A manager would start looking for someone to replace you. In particular, work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible. This grade will also be assigned for any evidence of plagiarism.

ATTENDANCE AND TARDINESS

Lab is REQUIRED. The attendance policy includes the lab section of this course.

Attendance in this course is NOT optional. You are expected to attend every class period. There will be days when your homework grade includes attendance.

I understand that unforeseen circumstances often happen and you will be allowed 2 unexcused absences as long as you email me at least 3 hours prior to the course meeting time.

Excused absences are allowed but MUST be backed up written documentation, including sickness. Absences cannot be excused without proper documentation. No exceptions.

If you are more than 15 minutes late, you will not be allowed to sign the attendance sheet and will be counted as absent.

LATE WORK

Late work is NOT accepted for homework, quizzes, or any other non-major assignment. In-class work cannot be made up.

MAJOR ASSIGNMENTS

If you are absent the day an assignment is due. You must make arrangements with me to submit work before the deadline or put your work in my department mailbox, located on the third floor of the Auditorium building. You will lose one letter grade (or 20%) per calendar day late for major assignments. If extenuating circumstances apply, your work will be due the day after your return from your athletic event or the day after you attend the emergency appointment or funeral.

You may not use program templates (e.g., Word templates) to format any of your documents — these don't encourage you to learn the programs and generally result in dull, unpersuasive documents.

GENERAL TECHNOLOGY REQUIREMENTS

Computer Operations and Access Requirements
As this is a junior-level course, you are expected to be familiar with the day-to-day operation of computers including UNT email (and sending attachments), Canvas, and standard software.
You are also expected to have regular access to computing technology, whether it be your personal computer, or the computers provided by UNT. There are 14 computer labs on campus, including one 24-hour lab.

DEVICE REQUIREMENTS
Your TECM classroom is a collaborative BYOD lab (bring your own device). Therefore, you must either bring your own device to every class period or reserve a device from our TECM TechLab.
If you bring your own device, it must be equipped with a non-web-based word processor and internet access capabilities via the UNT Wifi network. Tablets or devices with cloud-based word processors, such as GoogleDocs, are not recommended because they do not give you the full capabilities required in this TECM course. As a UNT student, you can install a free version of MS Office Suite on your personal computer. Visit https://it.unt.edu/installoffice365 for more information.

For students who cannot bring a device to class, the TECM TechLab provides laptops that can be checked out at the main service desk in AUDB307. Reserve your device early and through the WebCheckout link: http://checkout.unt.edu/patron. If you think you will need a device throughout the semester, WebCheckout allows you to make reoccurring reservations. These reservations are not to exceed your scheduled class time.

Hardware and Disk Media Requirements
It is your responsibility to ensure that the computer(s) and disk(s) you use are functional and that you have backed up your data in the case of technological failure.

Email Requirement
All students must have a valid UNT email address, as it is the only email address I can use to communicate with you. Email will be used to send class emails, including notices, updates, and advisories.

CLASSROOM BEHAVIOR

This course takes place in a computer lab. However, when I am lecturing, your computer monitor should not be on. Further, no cell phone usage will be permitted during class. Students who choose to check email and surf the Internet will be asked to leave class and will receive an absent grade for the day.

ADA

In accordance with the Americans with Disabilities Act and Section 504, Rehabilitation Act, I will work with the Office of Disability Accommodation to help reasonably qualified students with disabilities. If you have such a disability, please advise me in writing of your needs no later than the second week of class.

RELIGIOUS HOLIDAYS

In accordance with State law, students absent due to the observance of a religious holiday may take examinations or complete assignments scheduled for the day missed within a reasonable time after the absence. Travel time required for religious observances shall also be excused. Please see the UNT Student Handbook for information on which holidays or holy days are covered by this policy. State law also requires that students notify their teachers at the beginning of the semester if they expect to miss class on a religious holyday during the semester but want to make up the work missed. Students will be allowed to make up the work provided they have informed their teachers in writing within the first 15 days of the semester. Once again, all assignments and scheduled work must be turned in before the date of the excused absence. University policy requires that students provide their teachers with an official notification card issued by the university if they want to make up any in-class work they missed while they were involved in a university authorized activity.

ACADEMIC HONESTY AND INTEGRITY

Copying open source and available HTML or CSS code is permitted in this course. However, if more than 30% of your site is copied from template code, you must be able to provide a written and/or oral defense of your decision. You must also be able to clearly articulate how every line of code that you copied is functioning.

It is your responsibility to become familiar with UNT's Policy of Academic Dishonesty.

This policy defines the following forms of academic dishonesty:

- Cheating intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.

- Plagiarism the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement.

- Fabrication intentional and unauthorized falsification or invention of any information or citation in an academic exercise.

- Facilitating academic dishonesty intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity. If any course material is submitted that violates this policy of academic dishonesty, the assignment will receive a grade of "F" and appropriate judicial action will be filed. This action includes a report of academic misconduct to your college Dean and possible dismissal from The University of North Texas. There are no first-offense warnings regarding plagiarism.

- It is expected that plagiarism and the correct use (citation) of other's ideas (including print, digital, images and other media) are fully understood. Contact me if you're ever confused about what constitutes academic dishonesty. Misunderstandings, miscommunication, oversights, or lack of comprehension as to what constitutes academic dishonesty is not accepted.