GL/COMS 2205
Creating and Promoting Web Content
Glendon College – Communications
York University
Winter 2018

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Course Instructor: Roberta Buiani
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Office: Monday, 12:00-2:00 pm or by appointment

Time and Location
Thursday 9:00-12:00 YH 144

Expanded Course Description
During this course, we will focus on examining, understanding, and practicing tools specifically designed for the web. Students will achieve a general understanding of HTML, CSS, php and other Web design technologies. One important goal for this course is to understand how extensive and necessary web content can be and how diverse communities with often-opposed objectives can equally take advantage of its richness. While this is a predominantly technical course, students will be exposed to a wide range of examples and best practices that eventually will inspire them to further experiment with this series of powerful tools. The course will also place particular emphasis on issues of diversity, inclusiveness, and accessibility.

Course Objectives
Students will achieve the ability to create websites that are functional and well designed and that incorporate a variety of social network tools aimed at promoting content and at making this content more engaging

learning outcomes
- to Identify how digital media can be best used by information professionals, activists, artists and the general public
- to Identify best practice in the management and promotion of digital artefacts
- to create simple but functional websites on a variety of topics and mandates
- to comprehend the functioning of, and To learn how to integrate social network tools under the same roof
- to gain an understanding of Fair-use; Public domain; Digital commons;

Course Text / Readings
Occasional texts/readings will be uploaded on Moodle.
Please, bring to class a USB key (preferred) where to save your work, or make sure to save your work on your cloud service space (one drive/dropbox/google drive etc…)

Evaluation *

Assignment	weight	Due date	Group/individual
1) **Best Practice Critical assignment**	15%	Jan 18	Individual
2) **Website Design (text+image)**	20%	Feb 14	Individual

3) **Promoting with social media – choose:**
    a. Snapchat/Instagram/Flickr
    b. Twitter/Facebook/
    c. Podcast/ Youtube
	15%	Mar 22	Individual or Group

4) **Group Project – groups form Feb 15**
    a. Proposal
    b. Logo design
    c. Final Project and Presentation
	
	10%
	15%
	15%
		
		Mar.8
		Mar.15
		Mar. 29
			Group

5) **In-Class Participation**	10%	ongoing	Individual

Grading, Assignment Submission, Lateness Penalties and Missed Tests
Grading: The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ - 7, C+ = 5, etc.). Assignments and tests* will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)
(For a full description of York grading system see the York University Undergraduate Calendar - http://calendars.students.yorku.ca/)

Assignment Submission: Please, note that this is a labor intensive course with no readings but lots of practice and examples. It is extremely important that you submit your assignments in time!! It is important that you participate in class and contribute your examples/best practice etc..
Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment.

Lateness Penalty: Assignments received later than the due date will be penalized **1 grade point per each 3 days** that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor's letter).

IMPORTANT COURSE INFORMATION FOR STUDENTS

All students are expected to familiarize themselves with the following information, available on the Senate Committee on Academic Standards, Curriculum & Pedagogy webpage (see Reports, Initiatives, Documents) http://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust20121.pdf
- Senate Policy on Academic Honesty and the Academic Integrity Website
- Ethics Review Process for research involving human participants
- Course requirement accommodation for students with disabilities, including physical, medical, systemic, learning and psychiatric disabilities
- Student Conduct Standards
- Religious Observance Accommodation

Course Outline

Week 1 – Jan. 4 – Introduction to the course and assignments

Introduction and Workshop.

From creation to promotion: Why and how?

Exercise: Best practices and case studies

Week 2 – Jan. 11 – Tools and Instruments

Tour of the labs

Analyzing websites and CMS systems. How to get started

Exercise: analysis of a website and web campaign

Week 3 – Jan. 18 – Intro to Web Design I

Best Practice Critical Assignment due in or after class

Intro to HTML/CSS

preparing images for the web/ principles of design for the Web (formats and sizes)

Week 4 – Jan. 25 – Intro to Web Design 2 - Themes

Intro to php (variables, conditionals, arrays): how to read code and the parts of a Wordpress website

Week 5 – Feb. 1 – plug-ins, light boxes and slideshows

Incorporating content: texts and images

Instagram, Flickr, Snapchat

Week 6 – Feb. 8 – adding more styles

Bootstrap and Page Builder

Branding and Logo Design

Week 7 – Feb. 15 – Media showcase #1

Showcase of Websites (Pecha Kucha style) – Website must be ready before class

Choose your group + brainstorming

Feb 22 READING WEEK – no classes

Week 8 – Mar. 1 – Audio-Video

Audio-Video recording and Video Editing

YouTube vs Vimeo

hosting a podcast

Week 9 – Mar. 8 – promoting with social media I

(group) Proposal due – peer exercise

Social media networks analysis (Twitter, Facebook, LinkedIn)

Week 10 – Mar. 15 – promoting with social media II

(Group) Logo Design due

More Social media networks analysis (Snapchat, Skype, Instagram, Flickr)

(I or G) Promoting with Social Media due

Intro to mapping and data analytics

Week 12 –Mar. 29

Groups present their work