



**Course Number & Title** – COM330 Survey of Web Design

**Department** – Communication & Media Arts

**Contacting Your Professor** – To contact your professor, in Canvas, select "Inbox" from the global navigation bar on the left-hand side of your screen. After selecting inbox, click the pencil in the top right of your screen to begin your message. Type in your professor's name and your message before sending.

**Delivery** – Online

**Course Description** – This course will investigate various approaches to web design and analyze a variety of web formats such as blogs, wikis, and social media. The course will introduce students to specific web design conventions and their potential for social impact. Content creation, not computer programming or coding, will be stressed in this course. Web design skills will be applied through message development, design, and publication for the web. Critical thinking will be applied to critique a variety of published web content based on how online communities create, disseminate, and evaluate messages. (3 credits)

**Course Prerequisites** – None

**Student Learning Outcomes** – As a result of this course, the student will do the following:

1. Identify the conventions of web design for a variety of formats.
2. Analyze the social impact of web design and content within an increasingly converging and personalized media environment.
3. Critique web design based on its ability to communicate successfully with an online audience.
4. Publish original web content reflective of a biblical worldview.

### **Course Requirements**

1. *Textbook* – None
2. *Materials* – None
3. *Assignments*
  - a. **Web Quest Discussions (25%)** – Web Quest Discussions are comprised of three parts. First, you will receive current information about a particular topic or concept. Second, you will search the internet for further current information. Third, you will synthesize that information into a reasoned, cohesive, and coherent response. Finally, you will examine and discuss your response alongside the response of your fellow students. Specific instructions and the required material will be provided in each quest. Please look carefully at the rubric for each quest. You will be graded on a combination of your original submission and the quality of your analysis and discussion responses to fellow students. (SLOs 1–2, 4)

- b. **Activity Assignments & Discussions** (20%) – Other activities in this course will include individual discussion, partner projects and written assignments, each focusing on a particular topic or concept. Please carefully review the instructions for each activity and thoroughly examine the rubric for each as these will vary based on the activity. (SLOs 3–4)
  - c. **Creating Web Content** (15%) – You will be creating three example websites in different CMS platforms: Google Sites, WordPress, and Weebly. For each website, you will be provided detailed instructions for how to create a website for each of these platforms. You will also be given sample content from which to recreate the website. (SLO 3)
  - d. **Synthesis Assignments** (15%) – Each of the various quests and activities lead to a culminating assignment in which you synthesize the various topics and concepts into a cohesive whole. In many ways, your resulting assignment can serve as a “web design primer” in which you collect and collate various related topics into an organized report. The contributing quests and activities will mention their matching synthesis project. The idea is that as you complete the quests and activities you are beginning the process to formulate the completed assignment. (SLOs 1–2, 4)
  - e. **Final Project: Develop Original Website** (15%) – You will author a website from a specified list of free platforms, utilizing what you have learned throughout the course about web design conventions and practices. You may author your website in any of the three platforms in which you already created a website: Google Sites, Word Press, or Weebly. The ideal assignment is that you create original content, either real or hypothetical. Given the accelerated nature of this class, example content is available if you cannot locate a practical alternative. Complete instructions for the final project are provided in the assignment instructions. The final project is due in Week 7 so that you can post the link for your website for peer review and evaluation. (SLO 4)
  - f. **Final Project: Preparation & Evaluation** (5%) – You will begin working on your final project the first week of class. You will then complete milestones for development. This will lead and channel your development so that the final project is not an overwhelming assignment. The website itself is due in Week 7, leaving you time in Week 8 to review and evaluate a fellow student’s website. As above, complete instructions for each milestone are contained in the assignment instructions. (SLOs 3–4)
  - g. **Meeting Participation Reports** (5%) – Each week, you will participate in a live meeting led by your instructor to discuss course topics, ask questions, and reflect on what you're learning. These meetings will be conducted online, and you are required to participate either through live attendance or by watching the recording and completing a reflective activity. Further details will be provided by your instructor.
- 4. *Exams and Quizzes* – None
  - 5. *Extra Credit* – None

## Course Procedures

- 1. *Course Practices* – This online course uses discussions, readings, videos, and other resources and activities to aid and measure the learning of its objectives. Work through the weeks in sequential order, completing the learning explorations and assignments. Please take these opportunities to interact with the instructor and fellow students about the course content, the learning experience, and the relationships between the material and one’s experience.

2. *Grading Policy, Rating Scale, Use of Rubrics, etc.*

<i>Excellent</i>	A	=	94–100		B-	=	80–83		D+	=	67–69
	A-	=	90–93		C+	=	77–79	<i>Passing</i>	D	=	64–66
	B+	=	87–89	<i>Average</i>	C	=	74–76		D-	=	60–63
<i>Good</i>	B	=	84–86		C-	=	70–73	<i>Failure</i>	F	=	0–59

The weight of each assignment in relation to your final grade is allocated in this way:

Web Quest Discussions	25%
Activity Assignments & Discussions	20%
Creating Web Content	15%
Synthesis Assignments	15%
Final Project: Develop Original Website	15%
Final Project: Preparation & Evaluation	5%
Meeting Participation Reports	5%

3. This course adheres to [LBC | Capital's Global undergraduate policies and services](#). These include:

- a. Attendance Policy
- b. Late Assignment Policy
- c. Make-up Policy
- d. Ally Center Statement
  - i. Accessibility Services
  - ii. Writing Services
  - iii. Academic Mentoring Services
- e. Academic Integrity Statement
- f. Statement on Self-Care

**Course Resources**

1. *Technology Difficulties* – The Help Desk is available to help you with computer and technology problems and questions. Call 717.560.8200 ext. 4357 (HELP), email [help@lbc.edu](mailto:help@lbc.edu), or visit [lbc.edu/helpdesk](http://lbc.edu/helpdesk).
2. *Library Resources* – The library subscribes to numerous databases to provide access to scholarly and peer-reviewed journal articles, eBooks, newspapers, magazines, and much more. Online resources are accessible anywhere on campus or remotely 24/7 using your LBC username and password. To access these resources, go to [lbc.edu/library](http://lbc.edu/library). The library website also includes links for students to request research assistance:
  - CHAT NOW is for immediate assistance – usually from a non-LBC librarian.-
  - ASK US is for information from an LBC librarian within 24 hours (Monday–Friday).
  - SCHEDULE A MEETING is for arranging an appointment with a librarian, either in-person or online.
3. *Program/Content Coordinator* – [cma@lbc.edu](mailto:cma@lbc.edu)
4. *Bibliography* – None
5. *Extra Resources* – None