

Cincinnati Christian University
Foster School of Biblical Studies, Arts & Sciences

COMM 264 01 Website Design & Management

3 semester credit hours
Fall Semester 2018
Meeting Time: W 3:20 – 6pm

Instructor: Joe Porter
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Location: WM 138

Course Description

Website Design & Management is a lab course providing an overview of theoretical principles and current trends in designing and maintaining an organizational website. Students will be involved in hands-on activities and applications.

Prerequisites

ENGL 110, ENGL 111 or their equivalents. Recommended: COMM 110, COMM 160 or their equivalents.

Course Rationale

Nearly every business and non-profit today has an established web presence to inform customers/donors of their presence and services. As a result, one of the most important hard skills for employees today is proficiency in website development. While today's cloud-based web culture provides easy-to-use tools for website creation, it is also important to develop compelling content in order to drive traffic to a site. In this course, students will learn valuable skills with which they can establish a digital presence for themselves or their employers.

Arts & Sciences Departmental Outcomes

CCU's Arts & Sciences program is designed to prepare students to

1. communicate effectively in both oral and written forms in a variety of rhetorical contexts, including Standard English,
2. adeptly utilize modern research and writing tools,
3. identify decisive events and ideas in the human experience and assess their influences on modern culture and thought,
4. employ critical and creative thinking and mathematic and scientific principles for problem solving, literary and socio-cultural analysis, intercultural understanding, and research in the sciences and humanities,
5. demonstrate the integration of academic insights and experiences by constructing and employing a personal framework in which ethical

decisions can be made in light of societal values and a Christian worldview.

Course Objectives

- To acquaint the student with the numerous website development tools at their disposal to create a site from scratch (connected to A&S Outcome #2).
- To help students develop a content creation calendar, outlining themes and concepts that are essential for marketing and communication (A&S #4).
- To empower the student to write compelling website content. Students will learn the difference between journalistic and editorial writing, and the importance of succinct but informative copy (A&S #1).
- To enable the student to identify emerging opportunities for using website development skills to enhance a business, non-profit, or personal brand (A&S #2 & 4).

Course Outline

Section One: Strategy and Consulting

- Consulting process/aligning strategy & goals with mission
- Choosing a platform/solution

Section Two: Website Design

- Setting up the skeleton of the site
- Developing site flow
- Working with Images/video

Section Three: Content Development

- Creating a content calendar
- Creating compelling content
- Generating free website traffic

Section Four: Fixing broken sites

- Deconstructing flawed websites
- Conducting a website SWOT analysis
- How to reengineer a flawed website

Course Requirements

The student will be required to build out a website for the class. This will be set up at the beginning of the course and will be the destination of all content created for the class. The student should choose a non-profit or church as a client to offer a new or updated website to free of charge. Ultimately, the website could be used as a live site. The professor can assist in finding a suitable client.

There are two options available to the students for this website:

- a) It is recommended that the student purchase a subscription to SquareSpace.com for a website. This is an annual fee of \$72 or \$16/month. Can be purchased on Day 1.
- b) The student may also choose to construct a free site on WordPress.com or build on another platform (at their own risk!)

Grading

Class attendance and punctuality	20%
Final website assessment	80%

Academic Accommodations

Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department with the first two weeks of each semester. The Student Services Department is located on the upper level of Presidents Hall. You may also contact the office by phone (244-8140). Tutoring services in various subjects are also available.

Course Agenda

(Special circumstances may require changes in the agenda.)

August 29 - Consulting process/aligning strategy & goals with mission

September 5 - Choosing a platform/solution

September 12 - Setting up the skeleton of the site

September 19 - Developing site flow

September 26 - Developing site flow

October 3 - Working with Images/video

October 10 - Working with Images/video

October 17 - Creating a content calendar

October 24 - Creating compelling content

October 31 - Generating free website traffic

November 7 - Deconstructing flawed websites

November 14 - Deconstructing & reengineering flawed websites/SWOT

November 21 - Thanksgiving Break (No Class)

November 28 - Website work

December 5 - Website work

December 12 - Final Analysis of Website

Website will be assessed based on objective criteria according to weekly assignments. Design will only be considered in as it relates to objective goals (eg. easily navigated, easy to read, clearly communicated)

***The instructor reserves the right to change or amend any part of this course plan as deemed necessary.**

Course Policies:

1. Due to the hands on format of the class, attendance is extremely important. Therefore, each absence will result in a reduction in the class participation grade. Students who believe they have reasons for exemption from this policy should discuss their reasons with the professor as soon as possible (preferably before the absence). Missing more than 3 class sessions will result in a failing grade. Students who are late are responsible to indicate their attendance to the teacher after class. Being late three times equals an absence. Missing more than half of a class session equals an absence.
2. Students must take the initiative for weekly assignments missed.
3. To receive a passing grade, the final website must be presented and submitted on the assigned date. Exceptions to this policy will be made only for unusual circumstances. (The professor will make such decisions on an individual basis.)
4. Cell phones should be put on silent during class. Laptops and phones may be used for web design, taking notes, and communication. However, students who use them for inappropriate purposes or excessive personal use may forfeit the right to bring them to class.
5. Students should be prepared to take the initiative in clearing up any confusion they have about class discussion or assignments.