Mission Statement:

Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS

SCA 550 MAD and MAT

- Digital Content Development for Web Design and the online Newsroom -

Course date: SPRING 2013

Credit Hours: 3

Professor: Dr. Markus Pfeiffer, pfeiffer@regent.edu

Office: 757-352-4492 Fax: 757-352-4275

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.

FACULTY WELCOME

Welcome future Journalist and Digital Content Developer!

High-tech multimedia is conquering our society, newsrooms, our homes, classrooms, churches and almost every area of professional life! Men and women entering the professional world of Journalism and Media need to
have crucial insight into the World Wide Web and the production of Digital Media News content. It is my privilege to share with you in clear and useful ways, the cutting edge of digital media production, designed for Journalism and the field of Communication.

Christian journalists have a unique mission to discern and publish truth in order to produce insight and awareness into human events that reflect the highest integrity in the field. Online technologies are one important way to accomplish this awesome responsibility and privilege!

**BIO**

Dr. Markus Pfeiffer teaches both journalism and digital media communication at Regent University. He is specialized in Internet technologies and their integration into the field of journalism and strategic communication. Pfeiffer is also the owner and president of a successful Internet communication and Web development company, which serves national and international clients. This allows him to introduce industry leading practices into his teaching and research areas.

**COURSE DESCRIPTION**

SCA 550 Digital Content Development (3) Study and application of leading tools and concepts used in the production of digital media content. Class is applicable to the fields of journalism, communication studies, cinema-television and related digital content production areas. Participants learn to use web authoring and graphic design software, and gain an understanding of the design principles necessary to develop effective interactive web content. Design software includes Adobe Photoshop and Dreamweaver. Prior knowledge or experience in web development is not required.

Digital Content Development for Web Design and the online Newsroom is a three credit hour course in Internet and World Wide Web (WWW) Publishing. As we enter the 21st century, web development skills are in more demand than ever. This is not only true in a converged media environment, but in many other professional settings as well. This course is designed to provide students with the knowledge and skills necessary to be successful web developers, specifically in an online Newsroom environment that is disseminating content for "every screen" ranging from traditional desktop computers, to mobile applications such as smart phones and tablets. In the hands-on learning environment students will learn to use web authoring and graphic design software to create and publish content and graphics on the WWW and mobile devices. Students will gain a basic understanding of the design principles necessary to develop effective, professional web content publishable to any screen. Emphasis will be placed on the production of digital media content in the latest version of the Adobe Creative Suite.

This is an entry level web design class. As such, students are not expected to have any knowledge or experience in web development.
INTEGRATION INTO THE COMARTS MISSION STATEMENT, FAITH AND RU GLOBAL INITIATIVE

The school seeks to provide graduate education for aspiring servant leaders seeking to integrate their Christian faith with their communication skills, creative abilities and knowledge of communication and the arts. This class provides students with software skills that are critical in today’s digital market place. Computer literacy is essential for competitive job placement and professional success. Web Publishing skills are used worldwide in digital media production and can be utilized in any cultural and linguistic setting. In that sense this class enhances students Global Competencies and enables them to participate and lead creative processes internationally and cross culturally. Emphasis will be placed on Judeo Christian ethics in the production process, as students will learn about the potential of digital software to alter original content and therefore truth. This is especially important in the area of News Media. In this course, God is understood as the source of any creative process. Students are invited to prayerfully tap into this unlimited flow of creativity thorough spiritual disciplines such as prayer and reflection on Scripture. This class is not designed to develop students into full programmers or designers. Rather it aims to introduce practical production steps and concepts in order for students to be familiar with any digital media production process.

COURSE METHOD

SCA 550 MAD is offered online in Blackboard, Regent's choice of distance education portal. SCA 550 MAT is offered on campus in COM LAB 154. Every Monday 6-9pm

USE OF BLACKBOARD

Blackboard will be used to facilitate this course. Please keep the following in mind:

All discussion posts should be scholarly in nature and respectful of peers. Students are expected to check the Announcements section of Blackboard each week beginning one week before the start of the course. Students are also expected to have verified that their computer hardware and software meet the requirements for online courses at Regent University before the first week of the term. Students must keep their e-mail address current with the University and they are expected to check their Regent e-mail daily to ensure timely receipt of messages from the professor.

COURSE OUTCOMES AND LEARNING COMPETENCIES

The primary outcome of SCA 550 is the ability for students to develop and design a standalone news or e-portfolio website, utilizing interactive elements and industry standard tools such as Adobe Dreamweaver, Photoshop, Illustrator and applicable Content
Management Systems.

In addition students who complete this course will be able to:
- integrate and apply the Christian faith with biblical truth and principles to the study of digital and interactive journalism.
- understand the technology and function of the World Wide Web, its history, development, purpose and future potential.
- know how to purchase domain names and web server space for the hosting of web sites
- know and identify the fundamentals of HTML and CSS code.
- understand web design principles, e.g., page layout, fonts, navigation, colors, and are able to identify effective and good web design.
- understand web usability issues and challenges, specifically related to News Websites
- design and prepare images / graphics for the Internet using Adobe Photo Shop. (resizing, cropping and layering)
- plan the structure and architecture of a web site in general and especially a News Website.
- manage and update a small news or e-portfolio web site.
- identify issues related to web site usability and functionality.
- post web pages on the WWW using various publishing tools, like FTP.
- use Web Authoring Software like Dreamweaver, Adobe Photoshop, Illustrator and CMS
- integrate multimedia and interactive elements into web site
- create and program on-line forms for visitor feedback or surveys (CGI).
- optimize and prepare web pages for Internet search engines (SEO)
- develop digital content for smart phones and tablets. (mobile devices)
- identify and explore future trends in emerging web technologies, especially related to Journalism.

COURSE MATERIALS

IMPORTANT NOTE TO ALL STUDENTS: It is absolute essential that at the beginning of the course you are in possession of all required software and domain name and web hosting!

REQUIRED TEXTBOOK

There is no required textbook for this class. All learning materials will be provided.

REQUIRED HARDWARE AND SOFTWARE

This class will be taught in a mixture of ADOBE CS 3, CS 4 and CS 5 applications. The primary software version is CS 6. Students are allowed to use CS 3, 4 or 5 versions, but need to make relevant application to their version.
NOTE: It is essential that you have a good working computer, a fast Internet connection and all necessary software loaded and ready to go. Windows or Mac computers can be used in this class.

Required Software: Minimum requirements – Adobe Dreamweaver, Photoshop and Illustrator. Preferably latest versions (for Spring 2013 > CS 6.0). As noted older versions such as CS 3, 4 or 5 will also work for this class.

Purchasing the software in a bundle is also a possibility, but not a requirement. The various packages can be expensive. The package I recommend is called DESIGN PREMIUM. It contains all applications we will be learning/using. In case of any textbook or software/hardware questions, students are most welcome to contact me. (markpfe@regent.edu)

If you are looking to purchase any of the individual applications or an entire package, I encourage you to "shop" around. Our own Regent bookstore offers great student discounts on these Adobe packages.

DOMAIN NAME AND WEBHOSTING

All SCA 550 students need to purchase their own domain name and web hosting space. This domain name and hosting space will belong to you and is completely independent from Regent. Accounts from other host providers (such as Godaddy, Networksolutions, etc.) do not work for this class and cannot be used.

SCA 550 students will use their domain name and hosting space to upload all class assignments and projects. Students are encouraged to upload assignments from other courses as well (papers, audio, video, etc.) and to create what is commonly referred to as an e-portfolio or web-folio. This online portfolio can become an important part of their resume and future job applications. Many companies are looking to hire graduates that can demonstrate web development and multimedia skills and are able to feature their academic work online.

IMPORTANT: Follow this link for detailed instructions how to purchase a domain name and web hosting account » NOTE: your final purchase needs to be the 1&1 DUAL ADVANCED package for LINUX. No other package will work for this class.

http://www.regent.edu/acad/schcom/webcourse/webhosting/generalhostinginfo.htm

Further reading / bibliography (not required)

Jeremy Vest, Exploring Web Design, Thomson Delmar Learning
Robin Williams and John Tollett; "The Non-Designer’s Web Book 2nd Ed
Seth Godin. The Big Red Fez: How To Make Any Web Site Better
Lincoln d. Stein. How to Set-Up and Maintain a Web Site (2nd Edition)
Douglas K. van Duyne, James A. Landay, Jason I. Hong. The Design of Sites: Patterns, Principles, and Processes for Crafting a Customer-Centered Web Experience
Steve Krug, Roger Black. Don't Make Me Think: A Common Sense Approach to Web Usability
Carrie F. Gatlin, Michael Toot. Master Visually Web Design
John Lenker. Train of Thoughts: Designing the Effective Web Experience

**WEEKLY SCHEDULE** (subject to minor changes)

Course content for each week, also called a Learning Module (LM), is provided every Monday by no later than 10pm est. A notification by email will be provided by me when new content is posted. At the same time students are expected to check Blackboard regularly for new content as well. Related assignments are due weekly on Sunday 11:59pm regardless of student's time zone.

Specific course content schedule and related assignments will be posted in Blackboard at the beginning of this course.

**COURSE ASSIGNMENTS AND GRADES**

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<td>Participation</td>
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**GRADING SCALE**

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UNIVERSITY POLICIES AND RESOURCES

Students should become familiar with all university policies as outlined in the Student Handbook including:

• Disability services
• Regent Honor Code (as an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.)
• Withdrawing from a course or the University
• Discipline policies

A link to the Student Handbook can also be found in Blackboard’s “RU Resources” tab along with links to University Library, Student Services, University Bookstore, academic writing assistance resources, and more.

Blackboard’s “Help” tab provides additional resources including:

• Blackboard tutorials
• IT Help Desk contact information

STUDENT COURSE EVALUATION

Students have the opportunity to provide feedback throughout the course through e-mail, telephone, and on-campus appointments. Near the end of the course, students will complete an anonymous online course evaluation form. Since the results contribute to improving course design and presentation, it is important that students be honest and constructive in their evaluations. Students will receive an e-mail reminder from the University when it is time to complete these evaluations. Please take time to provide this input. Students can access the online evaluation system at:

http://eval.regent.edu/regent/survey/students.cfm

If you have questions about the online evaluation please contact evaluation@regent.edu.

This syllabus is subject to change without notice.

It is important that students attend each class and come prepared with completed assignments. All class assignments must be completed in order to pass the course. If an emergency arises and a student cannot attend class, let the faculty member know as much in advance as possible.
None excused absences count against the final grade. Meeting assignments deadlines and class participation is a substantial portion of the final grade. All students must use their Regent Email account and check messages daily. University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade.

Disability Statement - the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disable students in their classes.  

www.regent.edu/admin/stusrv/student_life/disabilities.cfm

Last Updated: Nov 7, 2012

At times, due to unforeseen circumstances, course content may be subject to change.

Regent University

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