

## MDAR-281-81 Web Wisdom and Information Fluency - Fall 2007

### Course Information

Elmwood campus  
Monday evenings 6:00-8:40  
Instructor John W. Schwartz  
E-mail [jschwar@tulane.edu](mailto:jschwar@tulane.edu)  
MyTulane site: <http://mytulane.blackboard.tulane.edu>  
Class notes, links and additional resources (can be accessed from within MyTulane or separately):  
<http://mdar-281.ohioplaid.com/> (user name and password required).

### Course Readings

*HTML, XHTML, and CSS, Sixth Edition: Visual Quickstart Guide* Elizabeth Castro, Peachpit. ISBN 0-321-43084-0 Note: The Castro book is a technical supplement for this course, you will not be tested on mastery of its contents.  
*Google Pocket Guide* Tara Calashain, O'Reilly. ISBN 0-596-00550-4  
Additional course readings will be located on the Web and in handouts, as assigned by the instructor.

### File storage and transfer

USB flash drive (250MB+)

### Skill level

This is an introductory course.

### Course Objective

This course teaches students how to become discerning users of the Internet and create efficient, useful, and usable Web pages. Students develop Internet and online searching and researching competencies in addition to Web design and information management skills.

### Course Description

This course focuses on critical and evaluative methods needed in order to retrieve authoritative and useful information from the Internet. In addition, students will create Web pages using freeware software, combining critical skills with practical Web authoring and design skills. This course will also introduce students to several authors explaining the concepts and ideas contributing to the meaning of information fluency.

### Plagiarism Policy

All students are expected to produce their own work. Only copyright free work is allowed in course lab and project assignments.

### Student Performance

Students are expected to read all assignments prior to class and actively participate in class discussions.

### Attendance

Students are expected to attend every class. Absences will be excused only upon presentation of documentation for an emergency (i.e. medical emergency, emergency involving legal authorities).

### Emergencies

Only one incidence of transportation emergency or crashed computer will be excused. Only one job related emergency will be excused.

### Late work

Assignments must be turned in on the date that they are due. Unless a student can show substantial reason for not having the work to turn in on time, the grade on late assignments will be dropped one letter grade.

### Make up work

If a student has missed an assignment due to an excused absence, he/she must present the assignment at the next class. A missed project is recorded as a zero.

### Disability Services

Students requesting accommodations should contact the Center for Educational Resources & Counseling (ERC)  
<http://erc.tulane.edu/>

### Grading

Class participation 10%  
Quizzes, homework assignment, and basic terms test 15%  
Labs 10%  
First Web page project 10%  
Second (Blog) Web page project 20%  
Final site project 35%  
TOTAL 100%

### Grading Scale

A=100-96 A-=90-95 B+=89-87  
B=86-84 B-=83-80 C+=79-77  
C=76-74 C-=73-70 D+=69-67  
D=66-64 D-=63-60 F=59-0

## MDAR-281-81 Web Wisdom and Information Fluency – Course Outline

Class 1 September 10

The basics

Tulane plagiarism policy

Lab: What is HTML? (create an HTML skeleton)

[Lab assignments are to be completed during class time and must be made up if class is missed.]

Profiles

Online reading assignment for class 2: Meet Tim

Berners-Lee [Read before next class – September 17]

Class 2 September 17

Quiz #1 on Tim Berners-Lee reading

Lecture: "I've created a monster!"

Introduction to organizing information: Card sorting

Homework assignment: HTML tutorial [due at beginning of next class – October 1]

Class 3 October 1

Homework due: HTML tutorial

URLs/hyperlinks

Lecture: Brains vs. computers

Lab: HTML information structuring

Online reading: basic terms [read before next class]

Class 4 October 8

Lecture: Ahoy, There! Communication on the Internet

Test on basic terms

Reading: Google Pocket Guide pages 1-58 [read before next class]

Project assignment #1: First Web page project [due class 6 – October 22]

Class 5 October 15

Lecture: Is Google Evil?

Quiz #2 on Google Pocket Guide reading

Class 6 October 22

First Web page assignment due

Lab: Advanced searching

Lecture: Trolls and Trust

Reading: "Social Machines" [read before next class]

Class 7 October 29

Quiz #3 on "Social Machines"

Lecture: Web 2.0

Lab: Fair use workshop

Project assignment #2: Blog [due class 11, November 26]

Online reading: Information Architecture [read before next class]

Class 8 November 5

Quiz #4 on Information Architecture reading

Lecture: Information Architecture: Get to know your audience or leave!

Planning a Web site project

Project assignment 3a: Final project plan [poster, goal, user description, comparison table due next class-class 9, November 12. \*\*\*Note: only the two paragraphs and table of links will be due at the beginning of the next class. Posters will be created *during* class 9]

Class 9 November 12

Final project plan due-peer review

Poster workshop

Lab: Writing for the Web

Project assignment 3b: Content outline with rough drafts of paragraphs for final project [due next class-class 10, November 19]

Class 10 November 19

Content outline with rough drafts of paragraphs for final project due-peer review

Lab: Using a template to create a multi-page site

Lecture: XML and RSS syndication

Class 11 November 26

Blog project due [project assignment #2]

Lab: Working with Web images

Lab time for final project Web site construction

Class 12 December 3

Lab time for final project Web site construction

Final Critique - December 10

Final project Web site due, attendance at the final critique is mandatory