Linnæus University

Course syllabus

Faculty of Arts and Humanities
Department of Media and Journalism

1MP161 Publicera på webben, 7,5 högskolepoäng
Publishing on the Web, 7.5 credits

Subject Group
Media Production

Level of classification
First Level

Progression
G1N

Date of Ratification
Approved 2009-06-22
Revised 2016-08-23 by Faculty of Arts and Humanities.
The course syllabus is valid from autumn semester 2016

Prerequisites
General entry requirements.

Objectives

After completing the course, the students should be able to:

- account for basic concepts and definitions concerning publishing on the web,
- produced text-based media content for the web with a basic communicative purpose and of publishable quality,
- publish media content (text, images, audio and video) adapted for the web, using modern markup languages,
- adjust web-based media content for presentation through a screen, mobile units and printing,
- account for basic legislation concerning publishing on the web.

Content

This course introduces publishing for the web from a design-technical perspective. This includes the aspects of aim, message and target group, as well as basic writing and typography for the web. The course also introduces adaptation and publishing of media content (text, images, audio and video) for the web, using modern markup languages. The course also includes an introduction to legislation concerning publishing on the web. All parts in which the course objectives are examined are compulsory.

Type of Instruction

This course is distance-based and offered at different study pace. Teaching is delivered in the form of literature studies and laboratory sessions. Teachers and students communicate online. Students must have experience in using computers and the Internet.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through written assignments and reports.

In order to receive the grade of pass, the student must achieve the course objectives. The grading criteria are available in a document communicated to the students when the course starts.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

Required Reading

Elizabeth Castro, Bruce Hyslop, *HTML and CSS: Visual QuickStart Guide*, Eight Edition. Peachpit Press Publications. 549 p.

Guldbrand, Karin. Englund Hjalmarsson, Helena. (the latest edition) *Webbredaktörens skrivhandbok. Klarspråk på nätet*, 6th ed. Prodicta förlag.

Nielsen, Jakob. (1997) *Concise, SCANNABLE, and Objective: How to Write for the Web*. https://www.nngroup.com/articles/concisescannableandobjectivehowtowrite for-theweb/

Refsnes, J. (1999/2016) *HTML Tutorial*. www.w3schools.com/html

Refsnes, J. (1999/2016) *CSS Tutorial*. www.w3schools.com/css

Sveriges Riksdag. (1960/2013) *Lag (1960:729) om upphovsrätt till litterära och konstnärliga verk*. http://www.riksdagen.se/sv/dokumentlagar/dokument/svensk forfattningssamling/lag1960729omupphovsratttilllitteraraoch_sfs1960729

Sveriges Riksdag. (1994/2013) *Internationell upphovsrättsförordning* (1994:193). http://www.riksdagen.se/sv/dokumentlagar/dokument/svensk forfattningssamling/internationellupphovsrattsforordning1994193_sfs1994193

Sveriges Riksdag. (1998/2013) *Lag (1998:112) om ansvar för elektroniska anslagstavlor*. http://www.riksdagen.se/sv/dokumentlagar/dokument/svensk forfattningssamling/lag1998112omansvarforelektroniska_sfs1998112

Adobe Creative Team (the latest edition) *Adobe Dreamweaver CC Classroom in a book*. Adobe Press.*

* The tool mentioned above (Dreamweaver) is optional in the course. If you choose to use another tool/version, this book may be replaced with literature relevant to your chosen tool.