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 2021-01-22 by Faculty of Arts and Humanities. Revised literature.
The course syllabus is valid from autumn semester 2021

Prerequisites
General entry requirements for university studies.

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 objectives. Grading criteria for the grade of Pass with Distinction will be specified when the course starts.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required Reading

Casabona Joe. *HTML and CSS: Visual QuickStart Guide, Edition nine*. Peachpit Press Publications. 432 p.

Guldbrand, Karin. Englund Hjalmarsson, Helena. (latest edition). *Webbredaktörens skrivhandbok*. Klarspråk på nätet, 7:e upplagan. Prodicta förlag. 344 p.

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

Refsnes, J. (1999/2021) *HTML Tutorial*. www.w3schools.com/html

Refsnes, J. (1999/2021) *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