Communication Program
Texas A&M-San Antonio, College of Arts & Sciences

Instructor: Jose Gonzales
Semester: Spring 2026
Email: jgonzales@tamusa.edu
Office: Central Academic Building 232
Course Format: Hybrid, In-Person
Location: CAB 321
Day/Time: Wednesdays 3:30pm – 4:45pm

PREREQUISITES: Junior or Senior standing

COURSE DESCRIPTION:
This is a hands-on, roll-up-your-sleeves course which will cover a variety of Web design concepts. Each student in the course will work their way up to creating a personal portfolio / website in WordPress. Critical thinking will be encouraged through class interactions, weekly assignments, class discussions, and final online project.

CONCEPTS COVERED:
- Domain Names
- SEO
- Accessibility
- Wireframes
- Web design best practices.
- how to constructively & objectively critique a website.
- Plug-ins
- Unit Testing & Test Cases
- Google Analytics
- Promoting your website.
- Website Testing tools.
- Gain career & professional advice.
- Image resolution/tools.
- Content creation strategies
- QR codes
- Contrast recommendations.
- Real-world website scenarios
- CMS – Content Management System

OBJECTIVES:
As a result of this course, you will be able to:
- Demonstrate understanding of a CMS (content management system).
- Learn different types of WordPress features related to building web pages & building an entire website.
- Build a completed fully functional website using WordPress CMS.
- Learn skills in professional collaboration & utilize knowledge sharing skills with your peers.
- Learn a variety of real world website developer concepts.

REQUIRED READING:
There is no required book. URLs will be shared for assignments and as additional resources.

RESTRICTIONS:
Enrollment is limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.

EVALUATION/GRADING:
You will be evaluated on a 100 point grading system. *All grading will be done weekly & updated averages will be reflected in blackboard weekly as well.*

Attendance:	25% -> In-Person
Assignments and Homework	35% -> Weekly
Portfolio	40% -> Final

Attendance:
- ***Is taken each week, and a cumulative average is recorded & updated weekly in blackboard***
- ***Each absence will make it difficult for you to keep up with technical course concepts covered each week.***

Late Work:
- ***communicate reasons for not been able to meet deadlines***
- ***points will be deducted for late work at the discretion of the Professor***

Resources needed:
- Canva Account:
- A pc/laptop to build your site & complete weekly assignments.
- Image editing tools (suggestions tools will be provided in class).
- ***Adequate time to develop, be creative & complete your weekly assignments & website building tasks.***
- A reliable wi-fi connection
- Testers whom can test your site & provide you reliable constructive feedback.

This is a tentative schedule. Assignments and activities may change. Check with your instructor for future adjustments to the agenda.

- **Week #1 – Jan 21st**
  - **Objectives**
    - Course Orientation & Introductions
  - **Class Activities:**
    - Review Syllabus.
    - Review class structure
    - Review class expectations
    - Review class site on blackboard
    - Begin discussion on domain names for your site.
- **Week #2 – Jan 28th**
  - **Objectives:**
    - Discuss domain name options, web design best practices, what makes a site successful or not.
  - **Class Activities:**
    - Discuss possible portfolio site topics.
    - Brainstorming content creation.
    - Discuss creating portfolio site and concepts.
      - What pages and types of content do they have?
      - Discuss content creation & types of content.
        - Review different types of content.
- **Week #3 - Feb. 4th**
  - **Objectives**:
    - What is an portfolio planning stage, intranets, a website, and a URL
  - **Class Activities:**
    - Considerations of resources for building website.
    - Discuss possible portfolio site topics.
    - Continue discussion different types of content.
    - Discuss content gathering & creation.
    - Discuss value of reviewing completed portfolios/websites.
- **Week #4 - Feb. 11th**
  - **Objectives**:
    - Choosing content for your site.
  - **Class Activities:**
    - Review sites reviewed

- ▪ Discuss About Me statement
- ▪ Discuss wireframes
- ▪ Review domain name creation and any obstacles encountered so far.
- ▪ Discuss image for about me page.

- • **Week #5 - Feb. 18th**
    - o **Objectives**:
        - ▪ What is a CMS and why uses a CMS? Building your WordPress portfolio website, creating a solid foundation, discussing the "About Me" page.
    - o **Class Activities:**
        - ▪ Diving into WordPress
        - ▪ Setting up your environment.
        - ▪ Tour of dashboard
        - ▪ Exploring Themes
        - ▪ Pages – creating a page

- • **Week #6 - Feb. 25th**
    - o **Objectives**:
        - ▪ Setting up your environment & building your portfolio incrementally.
    - o **Class Activities:**
        - ▪ Exploring features of word press.
        - ▪ Adding Pages
        - ▪ Adding content
        - ▪ Publishing Pages
        - ▪ Discuss benefits of test pages

- • **Week #7 - Mar. 4th**
    - o **Objectives:**
        - ▪ Exploring & reviewing the progress of your sites
        - ▪ Discuss challenges & obstacles discuss
    - o **Class Activities:**
        - • review word press environment.
        - • Discuss image sizes
        - • Begin accessibility discussions.
        - • Begin SEO discussions.

- • **Week #8 - Mar. 11th**
    - o ******No class "Spring Break"****

- • **Week #9 - Mar. 18th**
    - o **Objectives**:
        - ▪ Techy check-in sessions
        - ▪ Continue to discuss images

- Discuss Accessibility & SEO
  - **Class Activities:**
    - Review site progress.
    - Discuss site challenges.
    - Explore image tools.
    - Accessibility discussions.
    - SEO discussions.
- **Week #10 - Mar. 25th**
  - **Objectives**:
    - Diving into Wordpress & discussing incremental progress.
  - **Class Activities:**
    - Discuss the building blocks of web page creation.
    - Discuss critiquing a website.
    - Discuss contrast variations importance.
    - Discuss Lighthouse testing tool.
- **Week #11 - Apr. 1st**
  - **Objectives**:
    - Talking about our sites, accessibility & SEO.
  - **Class Activities:**
    - Discuss the benefits of graphical diagrams.
    - Status updates.
    - Discuss QR codes.
    - Discuss unit testing.
- **Week #12 - Apr. 8th**
  - **Objectives**:
    - Guest speaker (tba & subject to change) & working through obstacles with website development.
  - **Class Activities:**
    - Discuss web hosting providers.
    - Discuss backing up your site for future migration.
    - Discuss user feedback on your websites.
    - Review current status of your websites.
- **Week #13 - Apr. 15th**
  - **Objectives**:
    - Reviewing the progress of your sites.
  - **Class Activities:**
    - Discuss web promoting your websites.
    - Discuss meta tags.

- Review entire process of creating your website.
  - Lessons learned.
- **Week #14 - Apr. 22nd**
  - **Objectives**:
    - Reviewing the progress of your sites.
  - **Class Activities:**
    - Provide technical guidance where needed.
    - Preview completed websites for consultation.
- **Week #15 - Apr 29th**
  - **Objectives**:
    - Reviewing the progress of your sites.
  - **Class Activities:**
    - Provide technical guidance where needed.
    - Preview completed websites for consultation.
- **Week #16 - May 4th**
  - *****Final Projects are due.*****

Important Dates:

The complete academic calendar is available online: https://www.tamusa.edu/academics/academic-calendar/index.html

Texas A&M University San Antonio Important Policies and Resources

TEXAS A&M UNIVERSITY SAN ANTONIO

University Email Policy and Course Communications

All correspondence between professors and students must occur via university email accounts. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at helpdesk@tamusa.edu or at 210-784-HELP (4357). If you don't hear back within 48 hours, contact them again. They have many requests during the first part of the semester, so you may need to follow up with them.

Academic Accommodations for Individuals with Disabilities

Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us at the website or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their academic accommodation with Disability Support Services and their instructors as soon as possible.

Academic Learning Center

All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the Tools section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784- 1307, or visiting the Central Academic Building, room 202. Online tutoring is also available for after hours and weekend assistance.

While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

Day of the Week	Appointments Available	Walk-in Tutoring (no appointment needed)
Monday	8:00 AM – 6:00 PM	9:00 AM – 5:00 PM
Tuesday	8:00 AM – 6:00 PM	9:00 AM – 5:00 PM
Wednesday	8:00 AM – 6:00 PM	9:00 AM – 5:00 PM
Thursday	8:00 AM – 6:00 PM	9:00 AM – 5:00 PM
Friday	8:00 AM – 5:00 PM	11:00 AM – 4:00 PM

Counseling/Mental Health Resources

As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, visit our website, call 210-784-1331 or visit Madla 120 between the hours of 8:00 AM and 5:00 PM.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. Crisis support is available 24/7/365 by calling the SCC at 210-784-1331 or through the TELUS student support App.

The TELUS Student Support App provides a variety of mental health resources to include 24/7/365 support for in the moment distress, crisis support, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.

Emergency Preparedness

JagE Alert is Texas A&M University-San Antonio's mass notification system. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit the Jag E Alert System website. You can access more information about Emergency Operations Plan and the Emergency Action Plan on our website. Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance

According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to

begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Jaguar Writing, Language, and Digital Composing Center (WLDCC)

The Jaguar Writing Center provides writing support to graduate and undergraduate students in all three colleges as well as faculty and staff. Writing tutors work with students to develop reading skills, prepare oral presentations, plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as e-portfolios, class presentations, or other digital multimedia projects.

The Writing Center offers face-to-face, synchronous online, and asynchronous digital appointments. Students can schedule appointments with the Writing Center in JagWire under the **Student Services tab**. Click on **Writing, Language, and Digital Composing Center** to make your appointment. Students wanting to work in real time with a tutor can schedule an **Online Appointment.** Students wishing to receive asynchronous, written feedback from a tutor can schedule an **e-Tutoring appointment**. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on the Writing Center's website. The Writing Center can also be reached by emailing: writingcenter@tamusa.edu.

Meeting Basic Needs

Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live and believes this may affect their performance in the course, is urged to submit a CARE report for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources. The General's Store is a food pantry that is available on campus as well.

Military Affairs

Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances

Texas A&M University-San Antonio recognizes the wide variety of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided with an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance

provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination

Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, based on race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu. Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university. If you have experienced any form of sex discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related sex-based misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students

Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable

accommodation for pregnant students as it would be provided to a student with a temporary medical condition that is related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784- 2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources. Young Jaguars can support parenting students with daycare if students meet this criteria: (1) must be enrolled in classes at Texas A&M-San Antonio in the current semester, (2) must be Pell eligible or a single parent, (3) child(ren) must be aged 3 to 12-years-old, and (4) child(ren) must be enrolled in Pre-K-3 through 6th grade. For more information, please contact Young Jaguars at youngjaguars@tamusa.edu or call (210) 784-2636.

Students' Rights and Responsibilities

The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university students' rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct or visit the resources available in the OSRR website.

Important Spring 2026 Dates

Dates	Event
January 13	Tuition and Fee Payments deadline
January 19	Marting Luther King Jr. Day – No Classes
January 20	First Day of Class
February 4	Census Date
March 6-23	Midterm grading period
March 9-14	Spring Break
April 3	Study Day – No classes
April 17	Last day to drop with an automatic withdrawal
May 1	Last day to drop a course or withdraw from the university

Dates	Event
May 4	Last Day of Classes
May 5	Study Day – No classes
May 6-12	Final Exams
May 19	Commencement

The complete Academic Calendar as available on our website.

Artificial Intelligence Policy

(Note: Insert **one** of the AI policy options listed below in your syllabi – Select the one you believe is most appropriate for your course and delete this message and the other options from the page.)

Option 1: No Use of Generative AI Permitted [Insert Course Number]

This assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Option 2: Use of Generative AI Permitted Under Some Circumstances or With Explicit Permission

There are situations and contexts within this course where you may be asked to use artificial intelligence (AI) tools to explore how they can be used. Outside of those circumstances, you should not use AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, discussion responses, etc.) that is part of your evaluation in this course. Any student work submitted using AI tools should clearly indicate with attribution what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, students should reach out to their instructor for clarification before submitting work for grading. Use of AI-generated content without the instructor's permission and/or proper attribution in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Option 3: Broader Use of Generative AI Permitted Within Guidelines

Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed them of their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Option 4: Customized Policy Generative AI Policy

Faculty may create a customized policy that is unique for a specific course with consultation from the department chair. Faculty are encouraged to view Texas A&M University's Generative AI Syllabus Statement Considerations when preparing a customized AI policy.

(Note: [There is guidance for how to cite AI-generators, like ChatGPT on the APA website.](#))