

ADVANCED WEB TOPICS 1

SUMMER 2016

INSTRUCTOR INFORMATION

Instructor

Heather Laude

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904-451-7275

Office HoursM-F: 5-7 p.m. In the Connect Classroom
Other availability by appointment*** Please email to schedule a meeting time.*

*** Email is the first preferred method of contact via UF email address; please do not use the mail function in Canvas. Responses will normally be answered within 12-24 hours. If it's an emergency, please call or text.*

BIO

I have been a marketing and communications professional for more than 10 years, working as Director of Communications for one of the largest golf management companies in the country based in Jacksonville, Florida. I started my career as more of a writer and editor after earning my bachelor's degree in Communication with a specialization in journalism at The University of North Florida, and even spent some time freelance writing for a New York City-based magazine. My role turned more digital over time, which leant itself well to my love for web design and coding, which I considered a "hobby" since my pre-teen years. Looking for comprehensive training in the world of web design to enhance my skill set, I completed the University of Florida's Web Design and Online Communication MAMC program and earned my master's degree. Now, I lead web design and online marketing at my day job and have started my own freelance web design and communications company. I look forward to sharing my love of design and great code with you this semester!

TEACHING PHILOSOPHY

I will teach this course assuming that you know the basics of HTML and CSS as well as the history and "rules" of web design – though, I hope you'll feel confident enough to break those rules once in a while! I believe a successful website designer should be able to develop a complete website from the ground up. That means writing HTML, CSS and JavaScript from scratch without the use of web design software or WYSIWYG (what you see is what you get) editors, and creating modern designs that are both aesthetically pleasing and functional.

COURSE INFORMATION

COURSE NUMBER

COM 6338

CREDITS

4

SYLLABUS

PREREQUISITES, KNOWLEDGE, AND SKILLS

- Prerequisite course: MMC5277 Web Design Principles
- Students should have a firm working knowledge of HTML and CSS coding as well as uploading websites via FTP

DESCRIPTION

Students will continue to practice proper coding techniques by concentrating on HTML5, CSS3, CSS Animation as well as the foundations of JavaScript. Students will be introduced to basic programming concepts utilizing JavaScript. The class will also give hands-on experience in writing small programs, programming terminology, concepts and best programming/coding practices. Good coding and programming habits will also be covered, as well discussing new trends and practices concerning the web design world.

GOALS AND OBJECTIVES

By the end of this course, students will:

- Apply the HTML5, CSS3, CSS Animation, as well as the basics of JavaScript to create fully functioning websites
- Read, use and write HTML5, CSS3 and JavaScript
- Define and discuss HTML5, CSS3 and JavaScript terminology

COURSE MATERIALS

REQUIRED MATERIALS

Webcam/mic (live lectures/in-class presentations)

RECOMMENDED MATERIALS

Two-Monitor setup (to code along with instructor during live lectures)

REQUIRED TEXTBOOKS

- HTML5: Up and Running 1st Edition by Mark Pilgrim
- JavaScript A Beginner's Guide 4th Edition by John Pollock

RECOMMENDED TEXTBOOKS

- HTML5 & CSS3 Visual QuickStart Guide 7th Edition by Elizabeth Castro, Bruce Hyslop
- JavaScript: Visual Quickstart Guide 7th Edition by Tom Negrino

REQUIRED SOFTWARE

MS Word and Text editor [Sublime Text or Atom recommended]

RECOMMENDED SOFTWARE

Adobe Photoshop: Creative Cloud version

SYLLABUS

SUGGESTED SOFTWARE

Adobe Illustrator, InDesign and Media Encoder (Creative Cloud)

REQUIRED PURCHASE

You should have your own domain name and basic hosting from MMC5277. If this is unavailable, you will need to make this purchase. GoDaddy.com or x10premium.com are recommended Registrars/Hosts.

*** Will discuss the during the first Live Lecture*

LIVE LECTURE SCHEDULE

Day	Time	Event	Location
Tuesday	7-9 pm EST	Live Lecture	Adobe Connect
Thursday	7-9 pm EST	Live Lecture	Adobe Connect

IMPORTANT URLS

CANVAS CLASSROOM:

- <https://ufl.instructure.com/courses/327903>

ADOBE CONNECT LIVE LECTURE:

- https://uflcoj.adobeconnect.com/com6338_summer16

COURSE EXPECTATIONS

LIVE LECTURE ATTENDANCE POLICY

Students are expected to attend all live lectures in Adobe Connect; attendance is monitored during each live lecture.

Each live lecture is recorded and provided to all students; therefore, if emergency circumstances prevent the student from attending live lectures, he/she will be required to let their Instructor know ahead of time. Student will also be expected to watch the recording within one week of the missed lecture. *Missing lectures for anything other than emergencies is not excused.*

If a situation develops where student is unable to attend any live lectures throughout the semester, they will be required to contact Instructor the first week of class to discuss their options. Arrangements will be made on an individual basis.

Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with university policies that can be found in the online catalogue at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

SYLLABUS

MISSED LIVE LECTURES

If absence is excused, student must watch the class recording and submit a Summary Submission to Instructor detailing the topics covered during the recorded lecture. Summaries should be submitted via Instructor's UF email no more than one week (7 days) after the recording date.

Summary Submissions must be submitted via Word Document with the proper format provided by Instructor during the first live lecture. Be sure to save Summary Submissions as:

[Week#]_[Day: Tuesday/Thursday]_SummarySubmission_[LastnameFirstname].docx

LIVE LECTURE PARTICIPATION

Students are also expected to actively participate during all live lectures when discussing, coding and during any group assignments. Participation is also monitored during each live lecture.

When working on coding exercises, instructor expects students to follow along and/or take notes.

To compensate for note taking and lack of participation during live lectures, student may email Instructor any notes or coding that was completed during class.

Class presentations will also be held throughout the semester. Instructor expects all students to give classmates respectful but constructive critiques during presentation nights.

READINGS

A combination of textbook readings as well as instructor provided links will be used throughout the semester.

SELF-STUDY

Students are also expected to self-study various web design trends and coding methods outside of live lectures, but they will not be quizzed on them. However, students are encouraged to try any advanced coding methods self-studied.

DISCUSSION BOARDS

Discussion Boards via Canvas will be utilized to conduct conversations of design, helpful coding tips and tricks, as well as sharing any links to inspirational sites and articles. Discussions are also taken into consideration concerning participation.

Instructor may also post zip files and other necessary documents and information throughout the semester via Discussion Boards.

HOMEWORK

Students will complete homework assignments to reinforce information taught during the live lectures. These assignments are less intense than projects and focus more on execution and research rather than creativity and design. Students will have at least five (5) days to complete each homework assignment, unless otherwise noted ahead of time.

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QUIZZES

Quizzes will be assigned throughout the semester. These quizzes will cover lecture information and possible assigned readings. There will be no extensions for late quizzes, unless previous arrangements have been made. Quizzes may be assigned during live lectures; otherwise students will have at least 48 hours to complete each quiz, unless otherwise noted ahead of time.

PROJECTS

There will be four (4) major projects throughout the semester. Each project will have specific requirements catering to the information taught during live lectures.

- Project 1 – HTML 5 Part 1 (Site #1)
- Project 2 – HTML 5 Part 2 (Site #1)
- Project 3 – CSS Animation and other Advanced Coding Methods (Site #2)
- Project 4 – JavaScript (Site #2)

All projects will be presented during the live lectures as a part of the project rubric. If student is not able to attend presentation nights, student will be required to record presentation ahead of time and upload the video via YouTube. Student will then provide URL to Instructor via UF email.

DEADLINES AND DUE DATES

All deadlines and due dates will be provided by Instructor during the first live lecture via calendar format. If adjustments are needed throughout the semester, student will be notified by Instructor ahead of time.

LATE WORK

All work is due on or before the scheduled due date. Extensions will only be given on a case-by-case basis by the instructor. *Inconveniences such as family vacation or minor illness are not valid reasons for any extension.*

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%.

No work will be accepted for a grade past 24 hours after the due date. Late is late, whether it's 5 minutes or 5 hours.

Issues with uploading work for a grade is not an excuse. If student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to the Instructor via UF email.

Students should compensate for technical difficulties by not waiting until the last minute to submit work.

CHEATING AND PLAGERIZING

Neither situation will be tolerated in this class; repercussions will be given resulting in a 0% for said graded submission. Students are expected to code all homework and projects from scratch by starting with a blank document each and every time. The instructor will provide various coding set-ups throughout the semester for certain graded submissions, however this will be the only situation where students may use instructor’s code. Under no circumstances should code from class work, homework or other assignments be copied and pasted for other work. Remember – start with a blank document every time.

GRADING

Students are evaluated on the basis of their timely and effective completion of graded work.

Participation*	10%	Project1	10%
Quizzes	10%	Project2	20%
Homework	10%	Project3	10%
Group Work	10%	Project4	20%

**Participation includes: presence in class (chat, responses to questions, actively engaged, submitted notes, etc.) and Discussion Board activity (reading and postings).*

GRADING SCALE

A = 93-100	A- = 90-92	B+ = 87-89	B = 83-86
B- = 80-82	C+ = 77-79	C = 73-76	C- = 70-72
D+ = 67-69	D = 63- 66	D- = 60-63	E = 0-59

Review the UF grading policies for assigning grade points here:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

UNIVERSITY POLICIES

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352 - 392-8565 or www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

NETIQUETTE: COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

SYLLABUS

CLASS Demeanor

Mastery in this class requires preparation, passion and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects and small group activities is expected.

The instructor will identify critical issues related to the course, teach relevant information, assign appropriate learning activities, create opportunities for assessing performance and communicate the outcomes of such assessments in a timely, informative and professional way. Feedback is essential for student to have confidence that he/she has mastered the material, and for the instructor to determine that student is meeting all course requirements.

At all times it is expected that student will welcome and respond professionally to assessment feedback, student will treat fellow students and Instructor with respect, and student will contribute to the success of the class as best as he or she can.

GETTING HELP

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- helpdesk@ufl.edu or <http://helpdesk.ufl.edu>
- (352) 392-HELP - select option 2

***Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the help desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.*

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
 - <http://www.counseling.ufl.edu/cwc/Default.aspx>
 - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

UF Students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: ‘On my honor, I have neither given nor received unauthorized aid in doing this assignment.’ The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class.”

ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students’ responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others’ ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one’s own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student’s responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

“TENTATIVE” COURSE SCHEDULE**WEEK 1**

- **Topics Covering**
 - Course Introduction, Syllabus, Calendar
 - XHTML and CSS Coding Review
 - Code Validation
 - Google Developer Tools
 - What is HTML5?
 - HTML5 Rules
 - New HTML5 Features
- **Assigned**
 - Domain/Hosting Purchasing
 - GW1
 - Quiz 1
 - P1 Pitch
- **Required Readings**
 - <http://diveintohtml5.info/introduction.html>
 - <http://diveintohtml5.info/past.html>
 - HTML5: Up and Running 1st Edition by Mark Pilgrim
 - Chapter 1
- **Additional Links**
 - <http://www.whatwg.org>
- **Software**
 - Sublime
 - <https://www.sublimetext.com/>
 - Atom
 - <https://atom.io/>

WEEK 2

- P1 Pitch Presentations
- **Topics Covering**
 - HTML5 Terminology
 - Parent/Child Relationships
 - Semantic Structure Tags
- **Assigned**
 - P1 Pitch
 - GW2
 - HW1
- **Required Readings**
 - HTML5: Up and Running 1st Edition by Mark Pilgrim
 - Chapter 10
 - <http://diveintohtml5.info/semantics.html>
 - HTML5: Up and Running 1st Edition by Mark Pilgrim
 - Chapter 3
- **Additional Links**
 - <https://developer.mozilla.org/en-US/docs/Web/Guide/HTML/HTML5>
 - <http://www.html-5-tutorial.com>
 - <http://www.w3schools.com>
 - <http://caniuse.com>

WEEK 3

- HW1 Presentations
- **Topics Covering**
 - Coding with HTML5 Structure Tags
- **Assigned**
 - GW3

WEEK 4

- P1 Presentations
- **Topics Covering**
 - HTML5 Forms
- **Assigned**
 - P2
 - Quiz 2
 - HW2
- **Required Readings**
 - <http://diveintohtml5.info/forms.html>
 - HTML5: Up and Running 1st Edition by Mark Pilgrim
 - Chapter 9
- **Software**
 - Forms to Go
 - <http://www.bebosoft.com/products/formstogo/overview/>
 - Free PHP form handler
 - <http://www.inventpartners.com/free-php-form-processor>

WEEK 5

- **Topics Covering**
 - HTML5 Elements
 - Canvas
 - Local Storage
 - Geolocation
 - HTML5 Videos
- **Assigned**
 - HW3
- **Required Readings**
 - HTML5: Up and Running 1st Edition by Mark Pilgrim
 - Chapters 4, 5, 6 & 7
 - <http://diveintohtml5.info/canvas.html>
 - <http://diveintohtml5.info/storage.html>
 - <http://diveintohtml5.info/geolocation.html>
 - <http://diveintohtml5.info/video.html>
- **Additional Links**
 - <http://video.online-convert.com/convert-to-mp4>
 - <http://www.mirovideoconverter.com>
 - <http://easyhtml5video.com>
 - <http://evscicats.com/blog/convert-a-video-file-to-a-different-format-using-adobe-media-encoder/>

SYLLABUS

WEEK 6

- P2 Presentations
- **Topics Covering**
 - Coding with HTML5 Structure Tags

WEEK 7

- **Topics Covering**
 - CSS Animation
 - Animate
 - Transition
 - Transform
 - Advanced CSS Coding Methods
 - Pseudo Classes
 - Pseudo Elements
 - Content Property
 - Fun CSS Elements
 - Full Browser Width Bars
 - Fade Out Background
 - Body Borders
 - Full Page Background
 - Page Transitions
 - Text Texturing
 - Text/Element Effects
 - Advanced CSS Selectors and Properties
- **Assigned**
 - HW4

WEEK 8

- HW4 Presentations
- **Topics Covering**
 - CSS Shapes
 - More Fun CSS Elements
 - Stripes
 - Gradients
 - Colors
 - Blends
 - Tooltips
 - Hover Image Effects
 - Animated CSS-based Navigations
- **Assigned**
 - GW4

SYLLABUS

WEEK 9

- P3 Presentations
- **Topics Covering**
 - Coding with HTML5 Structure Tags

WEEK 10

- GW4 Presentations
- **Topics Covering**
 - JavaScript
 - What is JavaScript?
 - Parts of JavaScript
 - JavaScript Rules
 - External JavaScript
 - Commenting
 - Variables
 - Events
- **Assigned**
 - P4
 - HW5
- **Required Readings**
 - JavaScript A Beginner's Guide 4th Edition by John Pollock
 - Chapter 1-3
 - Chapter 4-5, and 9-10

WEEK 11

- **Topics Covering**
 - JavaScript
 - document.write issues
 - Functions
 - Operators
 - Comparisons
 - Conditions
 - MultiConditional Statements
 - Switch/Case Statements
- **Assigned**
 - HW6

SYLLABUS

WEEK 12

- **Topics Covering**
 - JavaScript
 - Loops
 - Array
 - Objects
- **Assigned**
 - HW7

WEEK 13

- P4 Presentations
- **Topics Covering**
 - JavaScript

DISCLAIMER

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.