WEB INTERACTIVITY AND ENGAGEMENT

SPRING 2017

3 CREDIT HOURS

CLASS MEETING: MONDAY 6:00 P.M. - 9:00 P.M.

CLASS MEETS LIVE VIA ADOBE CONNECT. YOU WILL ACCESS THE CONNECT CLASSROOM THROUGH A LINK FOUND IN CANVAS ON THE FRONT PAGE.

INSTRUCTOR:

James F. Ayres

Email: jfrancisayres@gmail.com

Phone: 321-279-3275

OFFICE HOURS:

My official office hours are from 6:00 p.m. - 7:00 p.m. on weeknights (Monday - Friday). You are welcome to schedule a meeting time with me as well. You should feel free to e-mail me whenever you have an issue and I will address it as soon as possible.

COURSE WEBSITE:

COURSE COMMUNICATIONS:

You may feel free to contact me via e-mail at any time or by phone during business and early afternoon hours. E-mail is the preferred method of contact, however you should not hesitate to contact me via phone if necessary.

REQUIRED TEXT:

There will be no required textbook for this course. We will use the online textbook and external links for our lessons.

ADDITIONAL RESOURCES:

Additional resources, outlines, documents, materials, exercises, and other resources will be provided from time to time throughout the term (both in and out of class). All students are urged and expected to regularly be enriching themselves with both programming and design techniques, best practices, and news topics.

COURSE DESCRIPTION:

The purpose of this course is to provide you with an understanding of the most practical tool of a web manager, the content management system (CMS). Using WordPress, you will gain an understanding of CMSs and how they are valuable tools for saving time and handling large amounts of data. You will also learn more about server scripting using PHP and database integration with MySQL.

PREREQUISITE KNOWLEDGE AND SKILLS:

You should be comfortable and competent with HTML and CSS. Image editing capability, ability to use FTP, capable visual design skills, and basic marketing understanding is key to success in this course. Having experience with Javascript, PHP, MySQL, Linux, and/or Wordpress will certainly soften the learning curve, but are not mandatory for success at the outset of the course (you will certainly feel comfortable with these technologies by the end of the course).

PURPOSE OF COURSE:

The purpose of this course is to provide you with an understanding of the most practical tool of a web manager, the content management system (CMS) and get an introduction into server-side programming.

STUDENT LEARNING OUTCOMES:

By the end of this course, you will:

1. Be familiar with CMSs and how to use them to effectively distribute large amounts of data.
2. Become familiar with the programming language PHP and programming techniques generally.
3. Modify the inner workings of a CMS to optimize user experience and visual appeal.

TEACHING PHILOSOPHY & INSTRUCTIONAL METHODS:

Practice makes perfect. This course is taught through and graded upon completion of time-sensitive assignments. Instruction will be a blend of tutorials, lectures, discussions, and critiques of work. Each class will contain all of these different elements – to provide some variety and to touch briefly on all of the aspects of the web design process. Assignments will be structured from a mock client- freelancer relationship. Specifications will be provided to you by the professor and a successful product will be expected by the deadline.

Course Policies:

Everyone in this course is assumed to bring the highest level of professionalism. Flexibility is available for exigent circumstances. However, absent a valid excuse, attendance is mandatory, projects are to be turned in on or before the due date, and participation during discussions is required.

ATTENDANCE POLICY:

Attendance is required for every class. Several classes may be video recorded, at which point you may view the course any time prior to the final viewable time as stated by me. MAKE SURE YOU NOTIFY THE PROFESSOR IF YOU ARE GOING TO MISS A CLASS. IF YOU MISS A CLASS, you must send the professor an email with your thoughts and notes from the class.

ASSIGNMENT POLICY:

All assignments must be completed on or before the due date. Extreme circumstances may warrant an allowance of additional time for completion. Minor illnesses or inconveniences will not be sufficient as an excuse.

COURSE TECHNOLOGY:

1. This course will require a working, up-to-date computer, but may be either Apple or PC.
2. An updated web server space with FTP access AND
3. A MySQL database. If you have a hosting service, they likely offer MySQL services for free.

Since the vast majority of the technology used in this course will be open source, I will occasionally link to resources that may be helpful. All students are encouraged to participate in the learning environment by sending me helpful resources to share with the rest of the class.

I will provide technical direction or support for the core aspects of the course work. You will be responsible for troubleshooting errors in your programming work. I reserve the right to refuse technical support if I believe that allowing you to solve the problem on your own will facilitate learning.

UF Policies:

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

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 http://www.dso.ufl.edu/students.php.

NETIQUETTE: COMMUNICATION COURTESY:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Learning how to communicate effectively with individuals that have a wide variety of backgrounds and beliefs is paramount to one's success in the global economy. Tolerance for ideas that you do not subscribe to, objective criticism of aesthetic decisions, and focused, relevant conversation is expected of every student in all course communications.

Getting Help:

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

Learning-support@ufl.edu

(352) 392-HELP - select option 2

https://lss.at.ufl.edu/help.shtml

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email 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, disability resources, resources for handling student concerns and complaints, and 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.

Grading Policies:

Your final grade will be determined based upon the completion of quizzes, projects, lessons, blog posts, and includes a participation component.

Each project will inevitably have a creative component. It is always difficult to grade based upon aesthetic and design decisions. At least 75% of every assignment's grade will be based entirely upon completion of the project specifications (which will be provided to the student). The remaining 25% of the assignment grade, such as design choices and other added elements as described in the individual project, will be graded based upon how successful the design is and how well the design demonstrates advancement by the student.

Project Grading Rubrics:

PHP Lessons, Quizzes, Blog Posts, and Class Presentations:

These lessons will be graded on a completion based metric. If I believe you do not have the project completed I will notify you and inform you of what is needed – if after that there is no change then deductions will be based upon the percentage of the project not completed as set my effort.

Blog Site:

	Excellent	Above Average	Average	Below Average	Poor
Design	The design is contemporary, competently embraces design principles, is unique and sufficiently complex.	The design is contemporary and competently embraces design principles. It may be derivative from common sources but the design principles are solid.	The design suits all of the needs of the project. There are some issues with design principles but it is still a nice looking site.	The design shows some ability to embrace design principles but some of the site's needs are left out or under emphasized.	The site is lacking competent use of design principles and at least some of the project needs are left out.
Points:	35-33	30-25	22-18	15-10	8-0
Execution	The website replicates the design EXACTLY and also includes additional UX/UI features that enhance the design in the web medium	The website replicates the design EXACTLY	There are some differences between the design and the website	The website has many differences from the design	There are signifcant changes from the design to the executed project.
Points:	85-80	79-65	64-50	50-25	25-0
Consistency	Each page throughout the site shares a uniform style and design scheme with sufficient flourish to distinguish different elements	Each page throughout shares a uniform style and design motif	There are very few differences in look and feel between the design and internal pages/posts.	The bare minimum has been done to produce a consistent templating system. There are likely differences in look and styles from page to page.	There are significant differences throughout the site.
Points:	35-33	30-25	22-18	15-10	8-0
Usability	The site is very usable and contains outstanding efforts to entice users to continue through the site.	The site is very usable and has easy-to-use navigation elements	The site follows established patterns for usability well	The site is usable but may have some unwanted UI elements or not enough navigation elements	The site is barely usable and has few (if any) navigation elements
Points:	25-23	22-17	16-10	9-5	4-0

Interactivity	There are interactive elements in the UI and in the template that make the site exciting and interesting to be on.	There is well done interactivity in the UI that help the user experience the site	There is some interactity in the UI	There is no interactivity in the UI but some plugins have been installed	There is no interactivity or plugins installed
Points:	15-12	11-8	7-5	4-1	0

Business (Final) Site:

	Excellent	Above Average	Average	Below Average	Poor
Design	The design is contemporary, competently embraces design principles, is unique and sufficiently complex.	The design is contemporary and competently embraces design principles. It may be derivative from common sources but the design principles are solid.	The design suits all of the needs of the project. There are some issues with design principles but it is still a nice looking site.	The design shows some ability to embrace design principles but some of the site's needs are left out or under emphasized.	The site is lacking competent use of design principles and at least some of the project needs are left out.
Points:	55-45	44-35	34-25	24-10	10-0
Execution	The website replicates the design EXACTLY and also includes additional UX/UI features that enhance the design in the web medium	The website replicates the design EXACTLY	There are some differences between the design and the website	The website has many differences from the design	There are signifcant changes from the design to the executed project.
Points:	100-90	89-65	64-45	44-20	20-0
Consistency	Each page throughout the site shares a uniform style and design scheme with sufficient flourish to distinguish different elements	Each page throughout shares a uniform style and design motif	There are very few differences in look and feel between the design and internal pages/posts.	The bare minimum has been done to produce a consistent templating system. There are likely differences in look and styles from page to page.	There are significant differences throughout the site.
Points:	35-30	29-25	22-18	15-10	8-0
Usability	The site is very usable and contains	The site is very usable and has easy-to-use	The site follows established patterns for	The site is usable but may have some unwanted	The site is barely usable and has few (if any)

	outstanding efforts to entice users to continue through the site.	navigation elements	usability well	UI elements or not enough navigation elements	navigation elements
Points:	35-28	27-17	16-10	9-5	4-0
Interactivity	There are interactive elements in the UI and in the template that make the site exciting and interesting to be on.	There is well done interactivity in the UI that help the user experience the site	There is some interactity in the UI	There is no interactivity in the UI but some plugins have been installed	There is no interactivity or plugins installed
Points:	25-20	19-13	12-8	7-1	0
Formalities	Front page, About page, Pricing and Promotions, Contact and Locations, Blog page, SEO consideration, an interactive element	-8 points for each one you don't have. If you choose an alternate to the "Slicks" plan you should point out how you made replacement for one of these (if it is not applicable)			
Points:	50				