

Advanced Web 2

Course Information

Course Number: MMC 6278

Credits: 4

Term: Spring 2017

Canvas URL: <http://elearning.ufl.edu/>

Class URL: https://uflcoj.adobeconnect.com/mmc6278_spring17/

Class Time: Asynchronous, with live classes

Prereqs: Knowledge and skills from Advanced Web 1

Instructor Information

Richard Kalehoff	Nickolas Page
richardkalehoff@gmail.com (email or Google Chat)	nvp@ufl.edu
954-882-8305 (call or text)	

Course Objectives

This course will bring you up-to-speed on the web design and development techniques and tools in use professionally today, including: development using version control, responsive design techniques, progressive enhancement, HTML5, CSS3, JavaScript, and jQuery and jQuery plugins. Upon successful completion of the course, you will be able to:

- Use and explain the benefits of version control
- Design and build responsive, mobile-first websites
- Create responsive design deliverables
- Present responsive design concepts to clients/supervisors
- Write code that is semantic and efficient
- Write JavaScript and jQuery

Course Meetings

Live class meetings will be held intermittently throughout the semester. These live meetings will be held via Adobe Connect. Live class meetings will be from 8:30pm – 10pm on the following Tuesdays:

- Jan 10th & Jan 24th
- Feb 7th & Feb 28th (presentation night)
- March 14th & March 28th
- April 18th (presentation night)

There might be some additional, non-mandatory class meetings if students would find it helpful to discuss class topics in further detail.

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Course Communication

The discussion forums are the preferred method of communication. There are discussion posts in Canvas where project-specific questions may be asked so that all may benefit from the answer. Please post your question in the appropriate forum post on Canvas. Please do not post solution code publicly to the forum.

If you feel that your question is sensitive in nature, please email your instructors directly. Make sure to include both instructors in the email.

As this is an asynchronous course, pay special attention to all emails and Canvas announcements, as important information will be dispersed in this manner.

Office Hours

Virtual office hours are available by appointment. Please e-mail either Nick or Richard at least 48 hours ahead of time to schedule a meeting. If you have questions about material discussed in class, please take advantage of these one-on-one meetings.

Textbooks

Required textbooks:

- You Don't Know JS: Up & Going by Kyle Simpson
 - Print ISBN: 978-1-4919-2446-4
 - Ebook ISBN: 978-1-4919-2441-9 (free)

Recommended textbooks:

- Secrets of the JavaScript Ninja by John Resig
 - ISBN: 9781933988696
- Don't Make Me Think by Steve Krug
 - ISBN: 978-0321965516

Technical Requirements

Code Editor

Atom editor (<https://atom.io>) by GitHub is required.

Web browsers

Chrome Canary (<https://www.google.com/chrome/browser/canary.html>) is required.

Web hosting

You will be required to submit "live" work, sites, and projects that are hosted through a web hosting service.

Graphics Programs

It's recommend to have access to Adobe Photoshop, Adobe Illustrator, or similar.

Course Schedule

Week 1

- Course Introduction
- The Command Line
- History of the web & Web Specifications
- Version Control Fundamentals
- JavaScript

Weeks 2 – 3

- Markdown
- EditorConfig
- Version Control
- JavaScript

Week 4 – 5

- JavaScript
- Version Control

Weeks 5 – 7

- Responsive Design

Weeks 8 – 10

- JavaScript
- The DOM & its APIs
- jQuery

Weeks 10 – 14

- jQuery
- jQuery Plugins

Grading

Your work will be evaluated according to the following distribution:

Discussions	15%
Quizzes	10%
Homework	20%
Final Project Part 1 & Attendance	5%
Responsive Projects	15%
Summative Projects	35%

The final grade will be awarded as follows:

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

I do NOT round up to next decimal; 92.7 is an A-.

Information on UF's grade and grading policies is available at
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Assignments

All assignment instructions are available for each assignment in Canvas.

See Appendix A for details on my expectations for the format, quality, and execution of your assignments.

Discussions

There will be several graded discussions throughout the semester. The discussions provide you with several articles to read and occasionally a small assignment that goes along with the reading. You will also have an opportunity to synthesize the knowledge you've gained in the form of a short written

response.

Quizzes

Each week will include a quiz on topics discussed in class, coding syntax, assigned readings, web concepts, and your ability to reference documentation.

Homework

There will be six homework assignments this semester. Each homework assignment will give you an opportunity to get hands-on experience with topics covered in class.

Projects

You will have two projects this semester that will allow you to demonstrate your skills with responsive design techniques, JavaScript, converting a static width site to a responsive site, code refactoring, and much more.

Final Project

For your final, you will design and develop a site that (1) is responsive and (2) makes use of JavaScript, jQuery, and jQuery plugins. This will involve presenting design deliverables midway through the term, and then building the site, which you will present at the end of the semester. You will have an opportunity to choose a fictional company to design for at the start of the term.

Course Policies

Original Work

Any and all work you submit in the course of this class is expected to be your original work. The designs must be your own ideas, and the code must be your own hand-written code, **unless** (A) I have explicitly provided code for the given assignment or (B) I have specifically stated otherwise. **This stipulation extends but is not limited to the use of grid systems, templates, and boilerplate products.** If you have questions about this policy, ask for clarification.

Attendance and Participation

You are expected to attend all live class meetings and participate. If you are not able to attend any live class meetings and will be watching the recordings, you will need to contact your instructor within the first week of class explaining why you will be participating in this manner. Arrangements will be made on an individual basis.

Class presentations will be held for each phase of the semester-long final project. We expect you to give your classmates constructive critiques.

Make-up Policy

If you are unable to attend a live class meeting, you will be required to watch the class recording and email both Richard and Nick a written response to the recording detailing the class topics. Responses need to be submitted via email no more than 7 calendar days after the missed class. The response should include at least four comments or questions in response to the material in the recording.

Late Work

All work is due on or before the due date. Extensions for deadlines will only be given on a case-by-case basis. Minor inconveniences, such as family vacation or minor illness, are not valid reasons for extensions. A problem uploading to Canvas is not an excuse. If you are having technical difficulties with Canvas, there are different means to submit work that all involve some sort of time stamping. Emailed links to Dropbox files, or zip files sent directly to my personal email address are examples of acceptable alternatives.

Deadlines are critical to this class. For this reason, there will be penalties for late work:

- less than an hour late – 5 points off
- 1 hour to 6 hours late – 10 points off
- 6 hours to 24 hours late – 20 points off

No work will be accepted for a grade past 24 hours late.

Emergency and Extenuating Circumstances Policy

Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>.

If Dropping A Course

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu.

University 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.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

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>

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.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help

For issues with technical difficulties for E-learning in Sakai, 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 e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other Resources

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 contact your program director and/or student support coordinator at distancesupport@jou.ufl.edu or 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 based on 10 criteria. These evaluations are conducted online 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 <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

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.

Appendix A – Requirements

Unless otherwise noted, all code must:

- Validate without errors according to the W3 validator (<http://validator.w3.org/>)
- Rely exclusively on external CSS (no internal CSS, no inline CSS)
- Link CSS in the HTML <head> in the following order:
 - Normalize/reset CSS first
 - plugin stylesheets next
 - then one main/custom stylesheet
- Rely exclusively on external JS (no internal JS, no inline JS)
- Link JS at the bottom of the page, after all body content and just before the closing </body> tag, in the following order:
 - jQuery links
 - plugin files
 - then the main/custom JS file
- Follow a clear style guide with consistent tabs/spaces, bracket placement, etc. – Use an Editor Config file to maintain consistency
 - Indent child elements
 - Use lower case markup
 - Use efficient code. Remember: stay DRY! (Don't Repeat Yourself). Points will be deducted for repetitive code, unnecessary elements, code that isn't in use, etc.
 - Utilize HTML5 tags meaningfully and accurately, i.e. <article> only for content blocks that can stand alone, <nav> for any blocks of navigational links, <header> on any and all page titles and subtitles, etc.
 - Do not use HTML for solely presentational purposes. Do not use or <h3>, for example, to style content. These tags have their own specific meanings and should be used only when appropriate.

When submitting an assignment on Canvas, you must submit it in a compressed file (such as a zip). The files contained in the folder should follow this format:

- One main HTML file called index.html
- A folder called css, which should contain any and all stylesheets
- A folder called js, which should contain any and all scripts
- A folder called img, which should contain any and all images

- One Markdown file called README.md, which should include:
 - URLs where the live assignment is posted online
 - A list of links to all the articles/pages/references you used to help you build your site
 - Comments you want to leave for feedback on the assignment

An example project with this file structure will be provided at the beginning of the semester.

Any and all work you submit in the course of this class is expected to be your original work. The designs must be your own ideas, and the code must be your own hand-written code, **unless** (A) I have explicitly provided code for the given assignment or (B) I have specifically stated otherwise. **This stipulation extends but is not at all limited to the use of grid systems, templates, and boilerplate products.** If you have questions about this policy, ask for clarification.

Correct spelling, grammar, and punctuation is expected on all work.

Appendix B – Deductions

Miscellaneous

- automatic failure if unapproved 3rd party code is used
 - if you didn't write the code or get the code from your instructor/Canvas, then it is 3rd party code that *must* be approved
- 1 point for each spelling mistake
- 5 points if a provided name is not used
- 5 points for files/folders not being named correctly
- 10 points for each aspect of a project that is either not provided or incorrect
- 10 points if the submission on Canvas, GitHub, or your server differ from each other

Code Quality

- 1 point for each line of code that is not at the correct indentation level (up to a max of 15 points off)
- 2 point for each heading that is untitled in the HTML5 outline (use [HTML5 Outliner site](#))
- 2 points for each error on the W3C's Unicorn validator that comes from your code (up to a max of 15 points off)
- 2 points for each error in the Atom Editor that comes from your code (up to 15 points off)
- 3 points per file for mixing tabs and spaces
- 5 points if HTML structure is not correct (use [HTML5 Outliner site](#))
- 5 points for an incorrect or missing EditorConfig file or if the settings in the EditorConfig file are not taking effect (e.g. EditorConfig plugin isn't installed for code editor)

README

- 2 points for each incorrect usage of Markdown in the README file
- 2 points for each link in the README file that is not a readable name (use words instead of a URL)
- 5 points for each piece of missing information in the README file
- 10 points if the README file is not a Markdown file
- 10 points if the README file does not contain links to resources AND does not have the text "I did not use any resources outside of the lectures and my notes on this assignment."
- 15 points if the URL to the project on your web host is required but not included

HTML

- 5 points if a heading is missing and/or if no heading appears in <header> area
- 5 points if inline script tags are used in an HTML file
- 5 points if JS links are NOT at bottom of HTML file (without explanation)

CSS/Responsive Design

- 5 points if inline style tags are used in an HTML file
- 5 points for images that are not responsive
- 5 points if horizontal scroll bars appear
- 10 points if project is not responsive on a mobile device
- 10 points if a "max-width" media query is used without comments/explanation
- 15 points if responsive site is not visually different at different screen sizes

JavaScript/jQuery

- 3 points for each error on the browser's Developer Tools
- 5 points if comments do not explain what the code does

Git/GitHub

- automatic failure if Git is not used
- 2 points for each commit that is not singularly focused
- 5 points if the GitHub repo is not named correctly
- 10 points if the existing commits are not removed when cloning a repo (if required)
- 10 points if submission does not have enough commits:
 - at least 5 commits for homework assignments
 - at least 15 commits for projects
- 15 points if majority of commit dates are not at least 15 minutes apart