



Jessica has always loved sharing her web design knowledge, while also helping individuals better themselves concerning new technological skills. For the last four years, she has been an online adjunct/facilitator for various Certificate, Bachelors, and Masters programs.

When she's not dabbling in the online world, she loves to travel, spend time with her family, watch an amazing movie, read a great book, and is an avid coffee lover!

## COURSE WEBSITE AND LOGIN

Your course is available in Canvas (UF e-Learning) -- <http://elearning.ufl.edu>

*Click the blue e-Learning button; login with your GatorLink account; your course will be in the Courses menu on the left navigation (you might have to click All Courses at the bottom depending on how many courses you have taken at UF).*

*Please contact UF Helpdesk <http://helpdesk.ufl.edu> (352) 392-HELP (4357) if you have any trouble with accessing your course.*

## CANVAS CLASSROOM URL:

<https://ufl.instructure.com/courses/339143>

## CONNECT URL – LIVE LECTURES:

[https://uflcoj.adobeconnect.com/mmc5277\\_summer17/](https://uflcoj.adobeconnect.com/mmc5277_summer17/)

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## MEETING TIME:

This course is scheduled to meet on Tuesday and/or Thursday from 8pm-10pm EST.

## COURSE DESCRIPTION

By the end of this course, students will gain the comfort and knowledge in creating, coding, and uploading their websites to the Internet. Students will start the semester by being introduced to a historical understanding of the web's evolution and key industry-standard design guidelines to ensure strong, and successful online presentations. Students will also gain a foundational knowledge of website creation (concentrating on HTML5 and CSS3) to be able to apply the knowledge into the different planning, design, and development stages when it comes to creating their own websites. Critical thinking will also be encouraged through class interactions, quizzes, homework assignments, and a semester long project.

## COURSE OBJECTIVES

- Define and discuss web design history, terminology, and current trends
- Create and develop various web design states such as Sketches, Wireframes, Sitemaps, Design Mockups, and Style Guides
- Read, use, and write HTML5 and CSS3
- Acquire and set up domain and remote hosting accounts
- Ability to upload and maintain websites with remote servers via FTP

## COURSE EXPECTATIONS

### LIVE LECTURES AND SUPPLEMENTAL RECORDINGS:

This is a hybrid course where students will either meet live for coding lectures, or will be provided with supplemental recorded lectures via Canvas Classroom. The Live Lecture schedule is available via your Canvas Classroom under the Modules section; this is where you will also view the provided supplemental recordings. Supplemental recordings will vary in length depending on the material. It is the student's responsibility to watch each and every provided video.

There \*may\* also be Optional Q&A Live Lectures to give students the chance to ask questions directly to the instructor regarding course related topics. Attendance and Participation will not be recorded, but students are encouraged to attend.

All projects will be presented during the Live Lectures. Instructor expects all students to give classmates constructive critiques during presentations nights.

The Instructor \*may\* also send/post a weekly introduction video each Sunday that can be viewable via the Announcements section in your Canvas Classroom. This video will summarize what students should expect during the upcoming week or requirements pertaining to a certain graded assignment.

### LIVE LECTURE ATTENDANCE AND PARTICIPATION:

Each student is required to attend all Live Lectures and actively Participate.

Participation is kept track of during each live lecture. When working on coding exercises, Instructor expects students to follow along and/or take notes.

### READINGS:

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

### DISCUSSIONS:

Discussion Boards via Canvas will be utilized throughout the semester to conduct conversations of design, helpful coding tips and tricks, as well as sharing any links to inspirational sites and articles. Each week students are to respond to the provided discussion question while also responding to at least one (1) of their classmates' discussion posting per week.

### QUIZZES:

At least three (3) quizzes will be assigned throughout the semester which will cover lecture information and possible assigned readings. Students will have at least one week (7 days) to complete each quiz.

### HOMEWORK/GROUP WORK:

Students will complete seven (7) to eight (8) homework and group work assignments throughout the semester to reinforce information taught during the lectures. These assignments are less intense than projects and focus more on execution, and working together, rather than creativity and design. Students will have at least one week (7 days) to complete each homework assignment, and the entire Live Lecture timeframe to complete group work.

## PROJECTS:

There will be three (3) major projects throughout the semester that will correlate with each other to create a complete functional website and by the end of the semester. Each project will have specific requirements catering to the information taught during lectures, and may also require outside research. Students will have two (2) to four (4) weeks to complete each project.

## SELF STUDY:

Students are also expected to self-study various web design trends and coding methods not covered within course materials, but will not be quizzed on it. The subject of Web Design is such a large topic in which you can't possibly learn everything within this course period.

## 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 MATERIALS

### REQUIRED ACCESSORIES:

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

### SUGGESTED ACCESSORIES:

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

### REQUIRED TEXTBOOK:

- [HTML and CSS: Visual QuickStart Guide 8th Edition by Elizabeth Castro, Bruce Hyslop](#)

### REQUIRED SOFTWARE:

- MS Word, Adobe Professional, Text editor [Brackets, Sublime Text, Notepad++ (win), TextMate (mac), or TextWrangler (mac)], and CyberDuck

*\*\* Details provided in Course Intro and Weeks 1 and 3.*

### SUGGESTED SOFTWARE:

- Photoshop, Adobe Illustrator, or InDesign

## REQUIRED PURCHASES:

- Domain name and basic hosting

*\*\* Details provided in Week 1.*

## PREREQUISITE KNOWLEDGE AND SKILLS:

Basic Computer Knowledge is required for this course. Various Video Tutorials will be provided to assist students via your Canvas Classroom.

## TEACHING PHILOSOPHY:

The Instructor plans on teaching this course assuming that students are a beginner with HTML and CSS, along with the history and rules of web design. She believes a successful website designer should be able to design a complete, functioning website built from the ground up; meaning: coding HTML and CSS from scratch without the use of pretty web design software. :)

## COURSE POLICIES:

### LIVE LECTURE ATTENDANCE AND PARTICIPATION POLICY:

Each live lecture is recorded and provided to all students via Canvas Classroom; therefore, if emergency circumstances permit student from attending live lectures, he/she will be required to let Instructor know ahead of time so she may plan accordingly. Student will also be expected to watch the recording within one week (7 days) of missed lecture, and fill out the provided Summary Submission form to compensate for respected attendance grade. Missing Live Lectures for anything other than emergencies are not excused.

Students will not be required to submit a Summary Submission for supplemental recorded lectures.

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

To compensate for note taking/lack of Participation during Live Lectures, student may email Instructor any and all notes or coding compiled during Live Lectures.

If student is not able to attend Presentation Nights, student will be required to record their presentation ahead of time and upload the video via YouTube. Student will then provide the URL to Instructor via UF email. Finally, students will also be expected to watch the recording of their classmates' presentations.

### LATE WORK AND MAKE-UP POLICY FOR GRADED ASSIGNMENTS:

All deadlines and due dates will be provided by Instructor via Canvas Classroom. If adjustments are needed throughout the semester, student will be notified by Instructor ahead of time.

All work is due on or before the scheduled due date; extensions will only be given on a case-by-case basis by Instructor.

Inconveniences such as family vacation are not valid reasons for any extension.

With this in mind, these are the penalties for late work concerning graded assignments:

- Less than an hour late - 5 points deduction
- More than an hour late, but less than 12 hours late - 15 points deduction
- More than 12 hours late, but less than 24 hours late - 30 points deduction
- More than 24 hours late - Not accepted at all

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 Instructor said assignment or send Instructor links to uploaded assignment via Dropbox/Google Docs. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from Tech Support when the problem was reported; 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. Please contact UF helpdesk at (352) 392-HELP regarding any technical issues.

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>.

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](mailto:trobbert@jou.ufl.edu).

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>

## GRADING

### COURSEWORK SUBMISSIONS:

All graded coursework should be submitted through Canvas via the Assignments or Discussions sections.

## DEADLINES:

This class, like others, involves many deadlines. Each week starts on Sunday and goes through the following Sunday. Here are your average assignment deadlines:

Discussions Questions	11:59 PM EST Sunday
Discussion Responses	11:59 PM EST Sunday
Assignments	11:59 PM EST Sunday
Group Work	10 PM the night assigned
Quizzes	11:59 PM EST Sunday
Projects	7:59 PM Presentation Night

## WEIGHTS:

All assignment grading will be on 100-point scale while using Weighted Categories. Work will be evaluated according to the following distribution:

Participation*	5%	Homework/Group Work	20%
Discussion Questions	5%	Project1	10%
Discussion Responses	5%	Project2	20%
Quizzes	10%	Project3	25%

*\*Participation includes: Attendance and Live Lecture Participation (chat, responses to questions, actively engaged, submitted notes, etc.).*

## POINT DETAILS:

- Each Discussion Question is worth 100 points.
- Each Discussion Response is worth 100 points.
- Each Homework/Group Work assignment is worth 100 points.
- Each Quiz is worth 15-35 points.
- Each Project is worth 100 points.

## GRADING SCALE

The final grade will be awarded as follows:

A	100%	to	92.5%	C	< 76.5%	to	72.5%
A-	< 92.5%	to	89.5%	C-	< 72.5%	to	69.5%
B+	< 89.5%	to	86.5%	D+	< 69.5%	to	66.5%
B	< 86.5%	to	82.5%	D	< 66.5%	to	62.5%
B-	< 82.5%	to	79.5%	D-	< 62.5%	to	59.5%
C+	< 79.5%	to	76.5%	F	< 59.5%	to	0%

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

## ASSIGNMENT DETAILS

### SUMMARY SUBMISSIONS:

If student misses a required Live Lecture, student must watch the class recording and submit a Summary Submission to Instructor detailing the topics covered during the recorded lecture, as well as student's opinions on said topics.

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].doc**

### DOMAIN/HOSTING PURCHASING ASSIGNMENT:

Students will go through the process of purchasing a domain name and remote hosting account as discussed via lectures. Students will then submit their chosen domain name as well as list the chosen domain registrar/hosting company. This assignment is worth 100pts; full points will only be awarded if the student submits their chosen domain and registrar. Complete instructions may be found within your Canvas Classrooms.

### DISCUSSION QUESTIONS:

Each week one (1) Discussion Question will be provided via Canvas in which students are required to answer. Answering questions should require the use of personal opinions, outside research, helpful tips, as well as sharing any links to inspirational sites and articles. Each post must be thorough and contain a 200-300 words. All materials including class provided notes may be used.



**DISCUSSION QUESTIONS RUBRIC:**

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Word Count</b>	200-300 words	199-150 words	149-100 words	99-50 words	49-0 words	Did not complete.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Topic</b>	Addresses topic with complete insight in demonstrating an overall understanding via a fresh and creative manner.	Addresses topic with partial insight in demonstrating partial understanding via a fresh and creative manner.	Addresses topic with partial insight in demonstrating partial understanding.	Addresses topic with minimal insight in demonstrating minimal understanding via a fresh and creative manner.	Addresses topic with minimal insight in demonstrating minimal understanding.	Did not discuss topic
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Sourcing</b>	Demonstrates sourcing of lectures and outside material that supports the assignment's main argument.	Demonstrates sourcing of lectures and outside material that partially supports the assignment's main argument.	Demonstrates sourcing of lectures that partially supports the assignment's main argument.	Demonstrates sourcing of outside material that partially supports the assignment's main argument.	Demonstrates sourcing of lectures and outside material that minimally supports the assignment's main argument.	Did not provide any form of sourcing.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Argument</b>	Compelling and persuasive argument was made by discussing the main points through conceptualization, topic understanding, and superior writing.	Compelling and persuasive argument was made by discussing the main points through topic understanding.	Persuasive argument was made by discussing the main points through conceptualization.	Argument was briefly made by discussing the main points.	Argument was briefly made by vaguely discussing the main points.	Did not provide a reasonable argument.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Grammar/Spelling</b>	Grammar, punctuation, and spelling does not disrupt understanding of topic.	Grammar and spelling does not disrupt understanding of topic.	Grammar does not disrupt understanding of topic.	Various grammar, punctuation, and spelling disrupts understanding of topic.	Repetitive grammar, punctuation, and spelling disrupts understanding of topic.	Extremely poor grammar, punctuation, and spelling was used.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>TOTAL: 50pts</b>						

**DISCUSSION RESPONSES:**

Students must respond to one (1) classmate discussion posting each week via Canvas. Responses should require the use of personal opinions, outside research, helpful tips, as well as sharing any links to inspirational sites and articles. Each response must be thorough and contain a 100-200 words. All materials including class provided notes may be used.

**DISCUSSION RESPONSES RUBRIC:**

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Word Count</b>	100-200 words	99-75 words	74-50 words	49-25 words	24-0 words	Did not complete.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Topic</b>	Addresses topic with complete insight in demonstrating an overall understanding via a fresh and creative manner.	Addresses topic with partial insight in demonstrating partial understanding via a fresh and creative manner.	Addresses topic with partial insight in demonstrating partial understanding.	Addresses topic with minimal insight in demonstrating minimal understanding via a fresh and creative manner.	Addresses topic with minimal insight in demonstrating minimal understanding.	Did not discuss topic
	20pts	18pts	16pts	14pts	12pts	0pts

<b>Sourcing</b>	Demonstrates sourcing of lectures and outside material that supports the assignment's main argument.	Demonstrates sourcing of lectures and outside material that partially supports the assignment's main argument.	Demonstrates sourcing of lectures that partially supports the assignment's main argument.	Demonstrates sourcing of outside material that partially supports the assignment's main argument.	Demonstrates sourcing of lectures and outside material that minimally supports the assignment's main argument.	Did not provide any form of sourcing.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Argument</b>	Compelling and persuasive argument was made by discussing the main points through conceptualization, topic understanding, and superior writing.	Compelling and persuasive argument was made by discussing the main points through topic understanding.	Persuasive argument was made by discussing the main points through conceptualization.	Argument was briefly made by discussing the main points.	Argument was briefly made by vaguely discussing the main points.	Did not provide a reasonable argument.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Grammar/Spelling</b>	Grammar, punctuation, and spelling does not disrupt understanding of topic.	Grammar and spelling does not disrupt understanding of topic.	Grammar does not disrupt understanding of topic.	Various grammar, punctuation, and spelling disrupts understanding of topic.	Repetitive grammar, punctuation, and spelling disrupts understanding of topic.	Extremely poor grammar, punctuation, and spelling was used.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>TOTAL: 50pts</b>						

## HOMEWORK 1:

Follow the directions to change each line of coding within the provided document to match up with what you've learned via lectures. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as HTML elements. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 1 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Did NOT use any form of CSS.  No spelling or grammar mistakes.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Organization</b>	Properly named files/pages as well as organized files/folders.  Root directory with Index page containing Correct Title.  HTML comment	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts

<b>"Formatting" Elements</b>	Background color	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	Bold and Italic Superscript and Subscript Formatted paragraphs and headlines					
		<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>
<b>Text Content Elements</b>	Paragraphs and Headlines	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	Copyright symbol					
		<i>25pts</i>	<i>23pts</i>	<i>20pts</i>	<i>18pts</i>	<i>15pts</i>
<b>Image and Hyperlink Elements</b>	Image	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	Hyperlink					
		<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>
<b>TOTAL: 100pts</b>						

## HOMEWORK 2:

Follow the directions to create your own simple webpage based on your favorite song coded strictly with HTML. Use elements you've learned via lectures. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as HTML elements. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 2 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Did NOT use any form of CSS.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	No spelling or grammar mistakes.					
	<i>5pts</i>	<i>4pts</i>	<i>3pts</i>	<i>2pts</i>	<i>1pts</i>	<i>0pts</i>
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Organization</b>	Properly named files/pages as well as organized files/folders.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	Root directory with Index page containing Correct Title. HTML comment					
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>

<b>"Formatting" Elements</b>	Background color Bold and Italic Formatted paragraphs and headlines	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Text Content Elements</b>	Paragraphs and Headlines Single Line Break Nonbreaking Space Horizontal Line List	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>	<i>0pts</i>
<b>Image and Hyperlink Elements</b>	Image Hyperlink Anchor Link	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Video</b>	YouTube	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>5pts</i>	<i>4pts</i>	<i>3pts</i>	<i>2pts</i>	<i>1pts</i>	<i>0pts</i>
<b>Formatted and Structured Table</b>	Table	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>	<i>0pts</i>
<b>TOTAL: 100pts</b>						

### HOMEWORK 3:

Follow the directions to create your own simple webpage based on your favorite food coded strictly with HTML and formatted with CSS. Use elements you've learned via lectures. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as HTML elements while applying CSS formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

### HOMEWORK 3 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Use External CSS only. No spelling or grammar mistakes.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>

<b>Organization</b>	Properly named files/pages as well as organized files/folders.  Root directory with Index page containing Correct Title.  HTML and CSS comment	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Branding Elements</b>	Fav Icon	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Formatting Elements</b>	Background color and Image  Formatted paragraphs and headlines  Google Font and @font-face  Class and ID	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Image and Hyperlink Elements</b>	Images  Hyperlinks	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Map</b>	Google Map	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not upload.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>TOTAL: 100pts</b>						

#### HOMEWORK 4:

Follow the directions to use elements and formatting discussed via lectures to begin to create a fictitious, small business website based on one of the provided banners. You will be working on this site for Homework #4, #5, and #6. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as HTML elements while applying CSS formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 4 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Clear understanding of Business Type.  Use External CSS only.  No spelling or grammar mistakes.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Organization</b>	Properly named files/pages as well as organized files/folders.  Root directory with Index page containing Correct Title.  HTML and CSS comment	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Branding Elements</b>	Fav Icon	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Formatting Elements</b>	Reset Rule  Background color and Image  Formatted paragraphs and headlines  Formatted Links  Google Font and @font-face  Class and ID  Floats/Clears	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Structuring Elements</b>	Proper Use of DIVs	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Image and Hyperlink Elements</b>	Images  Hyperlinks	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts

<b>Publishing Website</b>	Uploaded site with URL	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not upload.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>TOTAL: 100pts</b>						

## HOMEWORK 5:

Follow the directions to use elements and formatting discussed via lectures to continue to create a fictitious, small business website based on one of the provided banners from HW4. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as HTML elements while applying CSS formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

## HOMEWORK 5 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Clear understanding of Business Type.  Use External CSS only.  No spelling or grammar mistakes.  Corrected HW4 mistakes	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.  HTML5shiv	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Organization</b>	Properly named files/pages as well as organized files/folders.  Root directory with Index page containing Correct Title.  HTML and CSS comment	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Branding Elements</b>	Fav Icon	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts

<b>Formatting Elements</b>	Reset Rule Background color and Image Formatted paragraphs and headlines Formatted Links Google Font and @font-face Class and ID Floats/Clears CSS3 Elements	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Structuring Elements</b>	Section, Nav, Article, Aside, Header, Footer, Figure/Figcaption, Main, and Details/Summary Proper Use of DIVs 2 sections/pages	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Image and Hyperlink Elements</b>	Images Hyperlinks Social Media	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Advanced Coding</b>	Smooth Scroll Sticky Nav	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	20pts	18pts	16pts	14pts	12pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not upload.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>TOTAL: 100pts</b>						

## HOMEWORK 6:

Follow the directions to use elements and formatting discussed via lectures to continue to create a fictitious, small business website based on one of the provided banners from HW4. Assignment will practice proper file naming techniques, clean coding, pleasing designs, as well as HTML elements while applying CSS formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.



## HOMEWORK 6 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Clear understanding of Business Type.  Use External CSS only.  No spelling or grammar mistakes.  Corrected HW5 mistakes	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.  HTML5shiv  SEO	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>5pts</i>	<i>4pts</i>	<i>3pts</i>	<i>2pts</i>	<i>1pts</i>	<i>0pts</i>
<b>Organization</b>	Properly named files/pages as well as organized files/folders.  Root directory with Index page containing Correct Title.  HTML and CSS comment	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>5pts</i>	<i>4pts</i>	<i>3pts</i>	<i>2pts</i>	<i>1pts</i>	<i>0pts</i>
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>5pts</i>	<i>4pts</i>	<i>3pts</i>	<i>2pts</i>	<i>1pts</i>	<i>0pts</i>
<b>Branding Elements</b>	Fav Icon	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>5pts</i>	<i>4pts</i>	<i>3pts</i>	<i>2pts</i>	<i>1pts</i>	<i>0pts</i>
<b>Formatting Elements</b>	Reset Rule  Background color and Image  Formatted paragraphs and headlines  Formatted Links  Google Font and @font-face  Class and ID  Floats/Clears  CSS3 Elements  Pseudo Class and Pseudo Element	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>

<b>Structuring Elements</b>	HTML Template Section, Nav, Article, Aside, Header, Footer, Figure/Figcaption, Main, and Details/Summary Proper Use of DIVs 4 sections/pages	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
		10pts	9pts	8pts	7pts	6pts
<b>Text Content Elements</b>	Paragraphs and Headlines No Placeholder Text	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
		5pts	4pts	3pts	2pts	1pts
<b>Image and Hyperlink Elements</b>	Images Hyperlinks Social Media No Placeholder Images	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
		5pts	4pts	3pts	2pts	1pts
<b>Advanced Coding</b>	Smooth Scroll Sticky Nav Lightbox	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
		10pts	9pts	8pts	7pts	6pts
<b>Contact Form</b>	Structured and Formatted	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
		20pts	18pts	16pts	14pts	12pts
<b>Publishing Website</b>	Uploaded site with URL	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not upload.
		10pts	9pts	8pts	7pts	6pts
<b>TOTAL: 100pts</b>						

### GROUP WORK 1:

Students will work in groups to answer as many of the provided 25 questions and find the mistake(s) in 25 coding snippets. One member will be the leader and recorded the agreed-upon answers, and then will submit the final assignment via Canvas on behalf of the group. This assignment is worth 100pts and all materials including class provided notes may be used. Complete instructions may be found within your Canvas Classrooms.

### GROUP WORK 3 RUBRIC:

Criteria	Possible Pts.
Essay Questions (25 questions total)	50pts
2 points each	
Find the Mistakes (25 snippets of code with either 1 or 2 mistakes within each)	50pts
2 points each	
<b>TOTAL:</b>	<b>100pts</b>

## PROJECT 1:

Throughout the semester students will be working towards creating their “first” fully-functional, four-page/section website on a topic of their choice. For Project #1, students will be creating the first steps in designing a website; Website goals/Inspirations and screenshots, Hand-drawn Sketches, Wireframe, and Sitemap. This project will focus on the site’s organization and intention in a visual manner. Project should be formatted in a stylized, concise, and professional manner that students may use later on within a portfolio or at a job interview. Projects will also be presented live to the rest of the class. This assignment is worth 100pts. Complete instructions may be found within your Canvas Classrooms.

## PROJECT 1 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, text sizing is not overwhelming, etc.).  No spelling or grammar mistakes.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Website goals/Inspirations</b>	Clearly explained description of why the website is being created.  Description of the purpose of the website and it will be used.  Targeted audience is explained in a clear and understood manner.  Explanation of the “feel” of the website and how it should appeal to users.  Explanation of elements that you as the designer are looking for.  Website inspirations’ explanation as far as what catches or doesn’t catch your eye in terms of what you’d like to implement in your own design.  Website Inspirations’ title, url, screenshots	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration
	<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>	<i>0pts</i>
<b>Website Sketches</b>	Pen/pencil and paper  Ideas and Elements are clearly defined and displayed with boxes, shading, notes, and labels.  Elements are proportional  Includes entire site (all sections/pages)	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration
	<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>	<i>0pts</i>

<b>Digital Wireframe</b>	Digital format No color or textures (unless displaying matching elements) No typography No images or icons (unless displaying content elements with a legend) Content areas represented for text and images Each page/sections are represented Clear display of Interactivity/Movements	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration	
		<i>30pts</i>	<i>27pts</i>	<i>24pts</i>	<i>21pts</i>	<i>18pts</i>	<i>0pts</i>
<b>Sitemap</b>	Displays how pages/sections are related to one another Displays folder Folder/Files within Site Structure Hierarchy form	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration	
		<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Class Presentation</b>	Prepared [ready to go when name is called, all presentational accessories work (mic, webcam, and screen share)] Showcase sketches, digital wireframe, sitemap, website goals/inspirations Within the Five (5) minute timeframe	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not present	
		<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>TOTAL: 100pts</b>							

## PROJECT 2:

Students will continue working towards creating their “first” fully-functional, four-page/section website on a topic of their choice. For Project #2, students will be creating the next step in designing a website; Style Guides and Digital Design Mockups. This project will focus on demonstrating each design aspect of their website including: text, headings, colors, logos, effects, interaction, etc. Project should be formatted in a stylized, concise, and professional manner that students may use later on within a portfolio or at a job interview. Projects will also be presented live to the rest of the class. This assignment is worth 100pts. Complete instructions may be found within your Canvas Classrooms.

**PROJECT 2 RUBRIC:**

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Design</b>	<p>Pleasing on the eyes (colors complement each other, elements align properly and evenly, text sizing is not overwhelming, etc.).</p> <p>No spelling or grammar mistakes.</p>	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	<i>10pts</i>	<i>9pts</i>	<i>8pts</i>	<i>7pts</i>	<i>6pts</i>	<i>0pts</i>
<b>Style Guide</b>	<p>Visible, matching color palette with more than two (2) chosen colors</p> <p>Color palette includes HEX values and well as a visible display of chosen colors</p> <p>Clear explanation of color palette choices</p> <p>Visible, matching typography with more than one (1) chosen font</p> <p>Typography names stated and well as a visible display of chosen fonts</p> <p>Clear explanation of typography choices</p>	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration
	<i>20pts</i>	<i>18pts</i>	<i>16pts</i>	<i>14pts</i>	<i>12pts</i>	<i>0pts</i>
<b>Design Mockup Layout</b>	<p>Digital format</p> <p>Elements are Proportional while also displaying page(s) background image/colors</p> <p>Layout lends itself well to HTML/CSS implementation (aligned elements, proper content element chosen, user-friendly usability, etc.)</p> <p>Social media icons</p>	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration
	<i>30pts</i>	<i>27pts</i>	<i>24pts</i>	<i>21pts</i>	<i>18pts</i>	<i>0pts</i>

<b>Design Mockup Structure</b>	Content areas clearly represent text and images with actual content or placeholder element on display  Each page/section is represented  Clear display of interactivity or movement  Clear defined header/footer elements with proper content in place (logo/banner, navigations, copyright, etc.)  User-friendly navigation(s)  Social media icons  Site meets the needs of the targeted audience/goal of site	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not take the into consideration
	30pts	27pts	24pts	21pts	18pts	0pts
<b>Class Presentation</b>	Prepared [ready to go when name is called, all presentational accessories work (mic, webcam, and screen share)]  Showcase Style Guide and Design Mockup  Within the Five (5) minute timeframe	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not present
	10pts	9pts	8pts	7pts	6pts	0pts
<b>TOTAL: 100pts</b>						

### PROJECT 3:

Throughout the semester students will be working towards creating their “first” fully-functional, four-page/section website on a topic of their choice. For Project #3, students will follow the directions to use elements and formatting discussed via lectures during the entire semester. This project will practice proper file naming techniques, clean coding, pleasing designs, FTP, HTML templates, SEO elements, as well as the following HTML elements: headlines, paragraphs, images, hyperlinks, etc. while applying CSS and CSS3 formatting. This assignment is worth 100pts and all materials including class provided notes may be used. Projects will also be presented live to the rest of the class. Complete instructions may be found within your Canvas Classrooms.

### PROJECT 3 RUBRIC:

Criteria	Excellent	Good	Satisfactory	Needs Improvement	Unsatisfactory	Incomplete
<b>Required Directions</b>	Clear understanding of Website Topic.  Use External CSS only.  No spelling or grammar mistakes.	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not complete
	5pts	4pts	3pts	2pts	1pts	0pts

<b>Clean Coding</b>	Indent, nest, close tags, lowercase, proper brackets and quotes, etc.  HTML5shiv SEO	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Organization</b>	Properly named files/pages as well as organized files/folders.  Root directory with Index page containing Correct Title.  HTML and CSS comment	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Design</b>	Pleasing on the eyes (colors complement each other, elements align properly and evenly, site is easy to navigate, text sizing is not overwhelming, etc.).	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Branding Elements</b>	Fav Icon	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Formatting Elements</b>	Reset Rule  Background color and Image  Formatted paragraphs and headlines  Formatted Links  Google Font and @font-face  Class and ID  Floats/Clears	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Structuring Elements</b>	HTML Template  Section, Nav, Article, Aside, Header, Footer, Figure/Figcaption, Main, and Details/Summary  Proper Use of DIVs  4 sections/pages	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Text Content Elements</b>	Paragraphs and Headlines  HTML Entities  List  Form  No Placeholder Text	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts

<b>Image and Hyperlink Elements</b>	Images Hover Effect or Lightbox Hyperlinks No Placeholder Images	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Required #1</b>	Data Table, Image Map, YouTube Video (or an alternative video), or Google Maps	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Required #2</b>	Pseudo Class or Element, or Sticky Nav	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Required #3</b>	Two types of CSS3 (gradients, box shadow, text shadow, border radius), Smooth Scroll	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not take into consideration.
	5pts	4pts	3pts	2pts	1pts	0pts
<b>Publishing Website</b>	Uploaded site with URL	Minor issues.	Multiple minor issues.	Major issues.	Multiple major issues.	Did not upload.
	10pts	9pts	8pts	7pts	6pts	0pts
<b>Class Presentation</b>	Prepared [ready to go when name is called, all presentational accessories work (mic, webcam, and screen share)] Showcase Website. Within the Five (5) minute timeframe	Minor issues	Multiple minor issues	Major issues	Multiple major issues	Did not present
	10pts	9pts	8pts	7pts	6pts	0pts
<b>TOTAL: 100pts</b>						

## 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, meet all deadlines, be organized. Work assigned in advance of class should be completed as directed. Full participation in Live Lectures, Discussions, and Group Work assignments is expected.

My role as instructor is to identify critical issues related to the course, direct you 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. Students should communicate with instructor when problems/issues arise.

At all times, it is expected 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.

## OTHER RESOURCES:

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

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/> 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](mailto: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. Students will be asked to complete evaluations during a specific Live Lecture. 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.

## SCHEDULE

### WEEKLY MODULE DATES:

Week 1	May 7 – May 13	Week 8	June 25 – July 1
Week 2	May 14 – May 20	Week 9	July 2 – July 8
Week 3	May 21 – May 27	Week 10	July 9 – July 15
Week 4	May 28 – June 3	Week 11	July 16 – July 22
Week 5	June 4 – June 10	Week 12	July 23 – July 29
Week 6	June 11 – June 17	Week 13	July 30 – August 4
Week 7	June 18 – June 24		

### DETAILED COURSE SCHEDULE:

#### INTRODUCTION

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#### OBJECTIVES:

- Course Introduction Video
  - Brief explanation of course, your instructor and what's expected of you.
- Learn about the Brief History of the Internet and Web Design
- Obtain Knowledge of Web Design Terminology

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#### RECORDED LECTURES:

- Internet/Web Design History
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom
- Web Design Terminology
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 1-3, 20
  - *PDF Notes*
    - Available in Canvas Classroom

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#### ADDITIONAL READINGS:

- HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
  - Introduction
    - pages xv-xxvi

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ADDITIONAL LINKS:

- <http://www.w3.org>
- <https://www.icann.org>

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COMPLETE

- Introductions via Discussions

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WEEK 1: DOMAIN/HOSTING, PARTS/PIECES OF A WEBPAGE, TEXT EDITORS

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OBJECTIVES:

- Purchase Domain/Hosting Servers
- Learn about the different Parts/Pieces of a Webpage
- Discuss Clean Coding Rules
- Download and Utilize Text Editors

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (5/9)	8-10 pm EST	Adobe Connect
Thursday (5/11)	8-10 pm EST	Adobe Connect

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LIVE LECTURE TOPICS:

- Domain/Hosting Servers
  - Readings
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 512-514
  - PDF Notes
    - None
- Parts/Pieces of a Webpage
  - Readings
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 7-10, 21, 40
  - PDF Notes
    - Available in Canvas Classroom
- Clean Coding Rules
  - Readings
    - None
  - PDF Notes
    - Available in Canvas Classroom

- Text Editors
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 36
  - *PDF Notes*
    - Available in Canvas Classroom

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ADDITIONAL LINKS:

- <http://www.godaddy.com>

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SOFTWARE:

- Text editors:
  - Sublime
    - <http://www.sublimetext.com/>
  - Brackets
    - <http://brackets.io/>

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COMPLETE:

- Domain/Hosting Purchasing Assignment
- Discussion Question #1:
  - Discuss your first experience with using the Internet. What do you remember? What type of set up did you have (dial-up, AOL, cable, DSL, etc.)? Where did you use it? What was your main reasoning for using the Internet?
- Discussion Response #1

---

WEEK 2: BEGINNING TO CODE WITH HTML

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OBJECTIVES:

- Create Your First Website
- Begin Coding via HTML with Text Elements and Images
- Create Text, Anchor, and Image Links
- Understand Block/Inline Elements with Ordered and Unordered Lists

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LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (5/16)	8-10 pm EST	Adobe Connect
Thursday (5/18)	8-10 pm EST	Adobe Connect

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## LIVE LECTURE TOPICS:

- Starting a Website
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 30-35, 38-39, 44-45, 48-49
  - *PDF Notes*
    - None
- HTML Coding:
  - HTML Tags and Attributes
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 4-6, 26, 46-47
    - *PDF Notes*
      - Available in Canvas Classroom
  - Text Objects, Entities/Symbols, and Code Commenting
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 12, 50-52, 85-91, 94-97, 101-105, 108-111, 118-119, 122
    - *PDF Notes*
      - Available in Canvas Classroom
  - Images
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 13, 133-151
    - *PDF Notes*
      - Available in Canvas Classroom
  - Text/Image/Anchor Links
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 16-17, 157-168
    - *PDF Notes*
      - Available in Canvas Classroom
  - Block/Inline Elements and Lists
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 24-25, 390-391
    - *PDF Notes*
      - Available in Canvas Classroom

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## ADDITIONAL LINKS:

- <http://www.w3schools.com>

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COMPLETE:

- Quiz #1
- Discussion Question #2:
  - Provide an example of both block and inline elements and explain why they're important.
- Discussion Response #2

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WEEK 3: SKETCHING, WIREFRAMES, SITEMAPS, GOALS, FILE STRUCTURE, FTP

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OBJECTIVES:

- Draw Website Sketches
- Create Digital Wireframes
- Construct Website Sitemap
- Develop Website Goals
- Research Inspirations
- Upload Website with FTP Client
- Understand Root Directory File Structure

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LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (5/23)	8-10 pm EST	Adobe Connect

---

LIVE LECTURE TOPICS:

- Hosting/Servers, FTP, and File Structure
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 14-15, 18-19, 37, 511, 515-518
  - *PDF Notes*
    - Available in Canvas Classroom

---

RECORDED LECTURES:

- Sketches/Wireframes
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom
- Sitemap
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 28
  - *PDF Notes*
    - Available in Canvas Classroom

- Website Goals and Inspirations
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom

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SOFTWARE:

- FTP Client:
  - CyberDuck
    - <http://cyberduck.io/>

---

COMPLETE:

- Homework #1
- Discussion Question #3:
  - Explain why a Sitemap is important in Web Design and find one online that you find intriguing and explain why.
- Discussion Response #3

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ASSIGNED:

- Project #1

---

WEEK 4: ADDING TABLES TO WEBSITES, CREATE FAV ICONS AND IMAGE MAPS, EDITING CODE

---

OBJECTIVES:

- Creating and structuring Data Tables
- Creating Fav Icons and Image Maps
- Using YouTube and Google Maps with Iframe tags
- Editing and Proofing Coding

---

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (5/30)	8-10 pm EST	Adobe Connect

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#### LIVE LECTURE TOPICS:

- HTML Coding:
  - Data Tables
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 477-483
    - *PDF Notes*
      - Available in Canvas Classroom

---

#### RECORDED LECTURES:

- HTML Coding:
  - Fav Icons and Image Maps
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 155-156
    - *PDF Notes*
      - Available in Canvas Classroom
  - Embed vs Iframe tags with YouTube and Google Maps
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
- Editing/Proofing Code/Intro to CSS
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 495-510
  - *PDF Notes*
    - Available in Canvas Classroom

---

#### ADDITIONAL LINKS:

- Code Validating:
  - <https://validator.w3.org/>

---

#### COMPLETE:

- Homework #2
- Discussion Question #4:
  - Find two Portfolios-based sites online that has used YouTube AND Google Maps, and why you find them intriguing.
- Discussion Response #4

## WEEK 5: FORMATTING HTML WITH CSS

### OBJECTIVES:

- Discuss Cascading Style Sheets and Terminology and Inline, Internal, and External CSS
- Format HTML Text Objects
- Use CSS Code Commenting
- Create Classes and IDs Selectors
- Format Element Background Color/Images, Tables and Borders with CSS
- Discuss CSS Shorthand and Combining Rules/Properties

### LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (6/6)	8-10 pm EST	Adobe Connect
Thursday (6/8)	8-10 pm EST	Adobe Connect

### LIVE LECTURE TOPICS:

- CSS Terminology, Types of CSS (Inline, Internal, External) and CSS Code Commenting
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 169, 171-173, 189-197, 204-206
  - *PDF Notes*
    - Available in Canvas Classroom
- CSS Coding:
  - Formatting Text (Web-safe Fonts, Google Fonts, @font-face)
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 232-247, 257-264, 335-359
    - *PDF Notes*
      - Available in Canvas Classroom
  - Classes and IDs
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 82-83, 208-211
    - *PDF Notes*
      - Available in Canvas Classroom
  - Background Color/Images
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 182-188, 248-256
    - *PDF Notes*
      - Available in Canvas Classroom

- Tables and Borders
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 288-291
  - *PDF Notes*
    - Available in Canvas Classroom
- CSS Shorthand and Combining Rules/Properties
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 177, 225-228
  - *PDF Notes*
    - Available in Canvas Classroom

ADDITIONAL LINKS:

- <http://www.google.com/fonts>
- <http://www.dafont.com>

COMPLETE:

- Quiz #2
- Discussion Question #5:
  - Why would you use the shorthand versus “longhand” method when coding CSS?
- Discussion Response #5

WEEK 6: STYLE GUIDES, DESIGN MOCKUPS, CSS SPECIFICITY AND INHERITANCE

OBJECTIVES:

- Design Website Style Guide
- Create Design Mockup
- Understand CSS Specificity and Inheritance Rules

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (Presentations) (6/13)	8-10 pm EST	Adobe Connect

RECORDED LECTURES:

- Style Guide
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom

- Design Mock-up
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom
- CSS Specificity and Inheritance Rules
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 174-176, 178-181, 212-213
  - *PDF Notes*
    - Available in Canvas Classroom

COMPLETE:

- Project #1
- Discussion Question #6:
  - Find two Style Guides online that you find intriguing and explain why.
- Discussion Response #6

ASSIGNED:

- Project #2

WEEK 7: CSS PAGE LAYOUTS/POSITIONING ELEMENTS, NAVIGATIONS, CSS HOVER EFFECTS ,HTML TEMPLATES

OBJECTIVES:

- Create Page Layouts with CSS
- Position Elements on a Webpage using CSS
- Format Navigational Elements with CSS
- Build HTML Templates

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (6/20)	8-10 pm EST	Adobe Connect
Thursday (6/22)	8-10 pm EST	Adobe Connect

---

## LIVE LECTURE TOPICS:

- CSS Coding:
  - Page Layouts (DIVs/Spans, Box Model, Margin Auto, Reset Rule)
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 73-77, 120-121, 207, 276-277
    - *PDF Notes*
      - Available in Canvas Classroom
  - Positioning of DIVs (Margin/Padding, Fixed/Static/Relative/Absolute, Z-Index, Float/Clear)
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 278-287, 292-307
    - *PDF Notes*
      - Available in Canvas Classroom
  - Navigations and Link Formatting
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 220-221, 392-403
    - *PDF Notes*
      - Available in Canvas Classroom
  - CSS Hover Effects
    - *Readings*
      - None
    - *PDF Notes*
      - None
- HTML Templates
  - *Readings*
    - None
  - *PDF Notes*
    - None

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## COMPLETE:

- Homework #3
- Discussion Question #7:
  - Find two HTML Portfolio-based Templates online that you find intriguing and explain why.
- Discussion Response #7

## WEEK 8: HTML5 SEMANTIC STRUCTURE TAGS, PARENT/CHILD RELATIONSHIPS

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## OBJECTIVES:

- Discuss HTML5 Rules/Features/Terminology
- Understand Parent/Child Relationships
- Structure HTML Documents with Semantic Structure Tags

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LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (6/29)	8-10 pm EST	Adobe Connect

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RECORDED LECTURES:

- What is HTML5?
  - HTML vs HTML5
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
  - Rules/Features
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 272-276
    - *PDF Notes*
      - Available in Canvas Classroom
  - Terminology
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 21-23
    - *PDF Notes*
      - Available in Canvas Classroom

---

LIVE LECTURE TOPICS:

- Parent/Child Relationships
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 11
  - *PDF Notes*
    - None
- HTML5 Coding:
  - Semantic Structure Tags
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 53-72, 81, 92-93, 98-100, 106-107, 116-117
    - *PDF Notes*
      - Available in Canvas Classroom

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ADDITIONAL LINKS:

- <http://www.whatwg.org>

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COMPLETE:

- Homework #4
- Discussion Question #8:
  - How does the term “Semantic” apply to HTML5?
- Discussion Response #8

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WEEK 9: JQUERY INTRO, PSEUDO CLASSES/ELEMENTS

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OBJECTIVES:

- Introduced to JQuery
- Apply Advanced CSS Coding Methods with Pseudo Classes and Elements

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LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (Presentations) (7/6)	8-10 pm EST	Adobe Connect

---

RECORDED LECTURES:

- JQuery Intro
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 487
  - *PDF Notes*
    - Available in Canvas Classroom
- Advanced CSS Coding Methods:
  - Pseudo Classes and Elements
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 214-219, 222-225, 230-231
    - *PDF Notes*
      - Available in Canvas Classroom

---

ADDITIONAL LINKS:

- <https://jquery.org>

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COMPLETE:

- Project #2
- Discussion Question #9:
  - Do some research and find ways on how JQuery would be helpful for any website.
- Discussion Response #9

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ASSIGNED:

- Project #3

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WEEK 10: CSS3 WITH VENDOR PREFIXES, STICKY NAV WITH SMOOTH SCROLL, CONTACT FORMS

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OBJECTIVES:

- Advanced CSS Coding Methods like Sticky Navs with Smooth Scroll
- Discuss CSS3 using Vendor Prefixes
- Format Elements with Text Shadow, Box Shadow, Border Radius, Gradients
- Create Contact Forms

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LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (7/11)	8-10 pm EST	Adobe Connect
Tuesday (7/13)	8-10 pm EST	Adobe Connect

---

LIVE LECTURE TOPICS:

- Advanced CSS Coding Methods
  - Sticky Nav with Smooth Scroll
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
- CSS Coding:
  - CSS3 Vendor Prefixes and Text Shadow, Box Shadow, Border Radius, Gradients
    - *Readings*
      - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
        - pages 361-363, 365-386
    - *PDF Notes*
      - Available in Canvas Classroom
- Forms
  - *Readings*
    - HTML and CSS: Visual QuickStart Guide by Elizabeth Castro, Bruce Hyslop
      - pages 409-448
  - *PDF Notes*
    - Available in Canvas Classroom

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SOFTWARE:

- Forms to Go:
  - <http://www.bebosoft.com/products/formstogo/overview>



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COMPLETE:

- Homework #5
- Discussion Question #10:
  - Discuss how a form can be important for a Portfolio-based website.
- Discussion Response #10

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WEEK 11: LIGHTBOX, SEO

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OBJECTIVES:

- Apply Lightbox to Websites
- Apply SEO Tactics to Allow Websites to be Viewable by Google

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LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (7/18)	8-10 pm EST	Adobe Connect

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LIVE LECTURES:

- Lightbox
  - *Readings*
    - None
  - *PDF Notes*
    - Available in Canvas Classroom

---

RECORDED LECTURES:

- Intro to SEO
  - Quick Tips, What Not To Do, Meta Tags
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom
  - What Google Does, Google Adwords, Google Adsense, Google Analytics
    - *Readings*
      - None
    - *PDF Notes*
      - Available in Canvas Classroom

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ADDITIONAL LINKS:

- <http://lokeshdhakar.com/projects/lightbox2>

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COMPLETE:

- Homework #6
- Discussion Question #11:
  - Find another example of a JQuery gallery (other than Lightbox) and explain why it may or may not be a better choice.
- Discussion Response #11

WEEK 12: REVIEW

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OBJECTIVES:

- Review Topics Learned Throughout the Semester
- 

LIVE LECTURE SCHEDULE:

Day	Time	Location
Thursday (7/27)	8-10 pm EST	Adobe Connect

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COMPLETE:

- Quiz #3
  - Group Work #1
  - Discussion Question #12:
    - What is your opinion of Web Design coding with HTML5 and CSS3 and how can you use what you learned in your own professional life?
  - Discussion Response #12
- 

WEEK 13: WRAP UP

---

OBJECTIVES:

- Wrap-up the Semester
- 

LIVE LECTURE SCHEDULE:

Day	Time	Location
Tuesday (Optional) (8/1)	8-10 pm EST	Adobe Connect
Thursday (Presentations) (8/3)	8-10 pm EST	Adobe Connect

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COMPLETE:

- Project #3