

Advanced Web 2: Programming & Specialized Topics

Course Information

Course Number: MMC 6278

Credits: 4

Term: Fall 2017

Class URL: https://uflcoj.adobeconnect.com/mmc6278_Fall17

Class Time: Asynchronous, with live classes

Prerequisites: Skills learned in Advanced Web 1 course

Instructor Information

Live Instructor: Lauren Yockey

Email: lyockey@jou.ufl.edu

Phone (Call/Text): 850-499-8789

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

Live Course Meetings

Live class meetings will be held intermittently throughout the semester. These live meetings will be held in the Adobe Connect classroom.

Live class will meet from 8:30pm – 10pm EST on the following Tuesdays:

- Aug 22nd
- Sept 5th & Sept 19th
- Oct 3rd, Oct 17th (presentation night), & Oct 31st
- Nov 14th & Nov 28th (presentation night)

Note: Instructor may host additional, optional class meetings at the request of students wishing to discuss class topics in more detail.

Office Hours

Available virtually and by appointment. Office hours are hosted in the Adobe Connect classroom.

Please request an appointment at least 24 hours in advance. Students are also invited to stay after the live class meetings to discuss course material and ask questions.

Ownership Education

All students have the opportunity to take ownership of their education in this hands-on program. This means that you get out of it as much as you put into it! In this class you will have access to a Q&A discussion board in Canvas where you can interact with other students and instructor, posing and answering questions relating to course materials, an assignment or even a relevant issue that has come up at your work. It is encouraged that you utilize this thread before contacting the instructor directly so others may also benefit from your question.

Course Communication

Discussion Boards

- Preferred method of communication for general course questions/ assignment questions
- Do not post solution code
- Do not discuss grades or items of a sensitive nature (please email instructor)

Email

- Preferred method of communication for questions relating to the individual student (e.g. grades, attendance, office hours appointment request, etc.)
- Please allow up to 24-48 hours for a response
- Dispersion of course announcements and reminders (via Canvas)

Canvas Announcements

- The instructor will periodically post announcements and reminders about course deadlines or other important course information.
- All announcements will be distributed through email and via Canvas announcements in the course dashboard.

Course 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: 978-1-9339-8869-6
- **Don't Make Me Think by Steve Krug**
 - ISBN: 978-0-3219-6551-6

Technical Requirements

Code Editor

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

Web Browsers

Chrome Canary (<https://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. If you do not have a hosting service and need assistance purchasing one, please contact the instructor.

Graphics Programs

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

Course Schedule

Week 1 (Aug 21 - 27)

- Course Introduction
- The Command Line
- History of the Web & Web specifications
- Fundamentals of Version Control (Git)

Week 2-3 (Aug 28 - Sept 10)

- Markdown
- Editor Config
- Version Control
- JavaScript

Week 4-5 (Sept 11 - Sept 24)

- JavaScript: Control Structures & Loops
- Version Control: Pushing & Pulling

Week 5-7 (Sept 25 - Oct 8)

- Responsive Design Fundamentals

Week 8-10 (Oct 9 - Oct 29)

- JavaScript
- The DOM & its APIs
- jQuery

Week 10-13 (Oct 23 - Nov 19)

- jQuery
- jQuery Plugins

Grading

Your work will be evaluated per the following distribution:

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

Letter grades are calculated as follows:

A = 94 – 100	B- = 80 – 82	D+ = 67 – 69
A- = 90 – 93	C+ = 77 – 79	D = 63 – 66
B+ = 87 – 89	C = 73 – 76	D- = 60 – 62
B = 83 – 86	C- = 70 – 72	E = 0 – 59

Information on UF's grade and grading policies is available here:

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

Assignments

See Appendix A for details on expectations for 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 is

- (1) 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, do not hesitate to ask for clarification.

Attendance & 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 Lauren 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 not be given (see Vacation Days). 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, unless a **Vacation Day** is used.

What's a Vacation Day?

A Vacation Day is a free day to extend your project deadline. You will be allotted **five (5) Vacation Days** to use as you would like throughout the semester. The use of one Vacation Day = one 24-hour extension on your deadline. You have the option to use your Vacation Days as much or as little as you would like – for instance, you may decide to use them all for one non-final project (however this is not recommended). Any late work submitted after all Vacation Days are used will incur the late work penalty noted above.

How to Use a Vacation Day

If you would like to use a Vacation Day, send your instructor an email (lyockey@jou.ufl.edu) with the subject: **MMC6278: Vacation Day Request - [Your Name]**. Please include the assignment you are applying the Vacation Day toward in the message of your email. Vacation Day requests should be submitted no later than 11:59pm on the night of the project's deadline.

****Note: Because of time constraints, students may not use Vacation Days for their final projects.****

Unused Vacation Days = Extra Credit!

If you finish the semester with leftover Vacation Days, these days will be applied towards your final project as extra credit points. Each unused Vacation Day is worth **3 points** on the final project. This is a great opportunity to raise your grade at the end of the semester. This means that if you aced your final project (100% + 20 points Extra Credit tasks + 15 Vacation Days points), you could get up to a 135/100 on your final project!

Emergency & 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/medicalwithdrawal-process/>.

Dropping a Course

Students **MUST** inform their academic advisor before dropping a course, whether for medical or nonmedical 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. The 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. To review the UF netiquette guide, visit <http://teach.ufl.edu/wpcontent/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 (UF Help Desk)

For technical issues, including for e-Learning, Sakai, Canvas, etc., please contact the UF Help Desk:

- By email: Learning-support@ufl.edu
- By phone: (352) 392-HELP (select option 2)
- Or visit <https://lss.at.ufl.edu/help.shtml>

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

Other Resources

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://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 per the W3 Unicorn validator (<http://validator.w3.org/unicorn>)
- Rely exclusively on external CSS (no internal CSS, no inline CSS)
- Link CSS in the HTML <head> in the following order:
 - o Normalize/reset CSS first
 - o Plugin stylesheets next
 - o 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:
 - o jQuery links
 - o Plugin files
 - o 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
 - o Indent child elements
 - o Use lower case markup
 - o 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.
 - o 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.
 - o 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:
 - o URLs where the live assignment is posted online
 - o A list of links to all articles/pages/references you used to help build your site
 - o 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 handwritten 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 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* third party code is used
 - If you did not write the code or get the code from your instructor/Canvas, then it is third party code that *must* be approved in order to use
- 1 pt for each spelling mistake
- 5 pt if a provided name is not used
- 5 pt for files/folders not being named correctly
- 10 pt for each aspect of a project that is either not provided or incorrect
- 10 pt if the submission on Canvas, GitHub or your server differ from each other

Code Quality

- 1 pt for each line of code that is not at the correct indentation level (up to a max of 15 pt off)
- 2 pt for each heading that is untitled in the HTML5 outline (use [this HTML5 Outliner](#))
- 2 pt for each error on the W3C's Unicorn validator that comes from **your** code (up to a max of 15 pt off)
- 2 pt for each error in Atom editor that comes from **your** code (up to 15 pt off)
- 3 pt per file for mixing tabs and spaces
- 5 pt if HTML structure is not correct (use [this HTML5 Outliner](#))
- 5 pt 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 pt for each incorrect usage of Markdown in the README file
- 2 pt for each link in the README file that is not a readable name (use words instead of a URL)
- 5 pt for each piece of missing information in the README file
- 10 pt if the README file is not a Markdown file
- 10 pt 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 pt if the URL to the project on your web host is required but not included

HTML

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

CSS/Responsive Design

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

JavaScript/ jQuery

- 3 pt for each error on the browser’s Developer Tools
- 5 points if comments in JS file do not explain what the code does

Git/GitHub

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