

# Web Interactivity & Engagement – Spring 2018

**Instructor** Efren Vasquez

**Phone** 352-875-5088 (Call/Text)

**Office Hours** Monday – Friday 6:00pm-9:00pm

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## **Text:**

[PHP Pandas](#), by Dayle Rees

[Digging into WordPress](#), by Chris Coyier and Jeff Starr

## **Description:**

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

By the end of this course you will be able to code your own WordPress theme.

## **Course time:**

This class will be an asynchronous class which means we will not be meeting on a weekly basis. If you are having issues with an assignment or part of the course, you are welcome to schedule a meeting with me and we can discuss everything through Skype or Adobe Connect.

## **Requirements:**

- Reading material (PHP Pandas & Digging into WordPress)
- Text editor
- FTP Software
- Graphic Software (Photoshop, Illustrator, GIMP, etc.)
- WAMP (this will be discussed during the first couple of weeks)
- GitHub account
- Domain name

## **Communication**

If you have any questions about the course content, please feel free to contact me by email. I will do my best to respond to you as quickly as possible (within 24 hours). I will try to answer emails during the weekend, but if you don't hear from me during the weekend, you will receive a reply from me by Monday (unless it's a holiday).

## **Office Hours**

I am available to meet during the week from 6:00pm-9:00pm. If we need to meet later, this can be arranged.

## **Course Website and Login**

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

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

## **Course Expectations**

### **Recorded lectures**

Each week you will be assigned recorded lectures to watch in order to understand the week's topic. These videos should be watched at the beginning of the week, so you have the rest of the week to work on assignments. Watching these videos towards the end of the week will probably cause a lot of unwanted stress.

### **Readings**

A combination of textbook readings, as well as, instructor provided links will be used throughout the semester. Readings will come from the required textbooks discussed in the "Text" section of the syllabus.

### **Discussions**

Discussion boards will be utilized throughout the semester to conduct conversations of design, helpful coding tips and tricks, and well as sharing any links to inspirational sites and articles. Each week, students are to respond to the provided discussion question (minimum 200 word) while also responding to at least one of their classmates' discussion post (minimum 100 word reply). Your initial post will be due on Thursdays and replies will be due on Sundays.

### **Quizzes**

Quizzes throughout the semester will be assigned which will cover lecture information, supplemental recordings, and possible assigned readings. Quizzes will open on Monday and close on Sunday.

### **Assignments**

Assignments throughout the semester will cover topics discussed during that week. These assignments are to help you get experience coding with php. The more you practice, the better you will become.

### **Projects**

There will be one long semester project that will have several due dates throughout the course of the semester. Students will need to select a business from the list provided or they can choose their own (must have my approval). Please check the calendar or the syllabus for due dates.

Each project assignment will require the student to record a presentation about their project. They will then post a link of their presentation in the discussion board to receive feedback from myself and the other students.

Project Part 1- Due Date February 4th

Project Part 2- Due Date April 8th

Project Part 3- Due Date May 6th

### **Self-Study**

Students are also expected to self-study various web design trends and coding methods, not covered within the course materials. You will not be quizzed on this material. The subject of web design and development is a large topic that is constantly changing. Therefore, students are encouraged to learn more than what's simply taught in class.

## **Course Policies**

### **Late Work**

I will provide the due dates for each assignment/quiz/discussion post at the beginning of the semester. If any changes are needed, I will notify the students ahead of time. Your completed work is due on or before the scheduled due date. I may give extensions but only in certain circumstances (family emergency, sickness, etc.).

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30%. Late is late, whether it's 5 minutes or 5 hours. No work will be accepted past 24 hours after the due date.

Issues with uploading work for a grade are not an excuse. If student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work. Please contact the UF helpdesk at (352) 392- HELP regarding any technical issues. 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>

### **Coursework submission**

All work will need to be submitted through Canvas unless otherwise stated.

### **Deadlines**

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

Discussion Post Thursday 11:59 ET

Discussion Responses Sunday 11:59pm ET

Quizzes Sunday 11:59pm ET

Project/Assignments Sunday 11:59pm ET

### **Weights**

Quizzes 20%

Assignments 20%

Discussion Posts 10%

Project 50%

1. 5% for mockups/wireframes & presentation
2. 15% for website draft & presentation
3. 30% for completed website & presentation

### **Point Details**

- Each discussion question is worth 25 points
- Each discussion response is worth 25 points
- Each quiz is worth 10 points
- Each non-project assignment is worth 50 points
- Project assignments will vary in points (The later project assignments will be worth more)

***For a breakdown of assignment requirements and deductions, see the last page of this syllabus.***

### **Grading Scale**

**A 100% to 93%**

**A- < 93% to 90%**

**B+ < 90% to 87%**

**B < 87% to 83%**

**B- < 83% to 80%**

**C < 77% to 73%**

**C- < 73% to 70%**

**D+ < 70% to 67%**

**D < 67% to 63%**

**D- < 63% to 60%**

F < 60% to 0%

The grade 92.60 is an A. The grade of 92.4 is an A-. When the grade falls at a .5, the grade will be rounded up. For example, a 92.5 or a 92.45 is an A, while a 92.44 is an A-.

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

## **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 me, 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 critiques is expected.

My role as the 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 the 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 me if any problems or 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 or 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.

## Course Schedule:

<b>Week</b>	<b>Lecture</b>	<b>Assignments</b>
<b>1 (January 8th – 14th)</b>	Introduction to course	Discussion Post (Due Thursday and Sunday) Quiz #1 Email company for project
<b>2 (January 15th- 21st)</b>	Set up WAMP Intro to PHP	Discussion Post (Due Thursday and Sunday) Quiz #2 Read PHP Panda Chapter 1-5
<b>3 (January 22nd- 28th)</b>	Variables & Assignments Strings Arrays	Discussion Post (Due Thursday and Sunday) Quiz #3 Assignment #1 Read PHP Panda Chapter 6-8
<b>4 (January 29 – February 4th)</b>	Casting, Comments, Forks and Loops	Discussion Post (Due Thursday and Sunday) Quiz #4 Project #1- Mockup/Wireframes Presentation Read PHP Panda Chapter 9-12
<b>5 (February 5th – 11th)</b>	Functions, Closures, Includes, Classes and Inheritance	Discussion Post (Due Thursday and Sunday) Quiz #5 Read PHP Panda Chapter 13-17
<b>6 (February 12th – February 18th)</b>	Scope, Constants, and Abstracts	Discussion Post (Due Thursday and Sunday) Quiz #6 Assignment #2 Read PHP Panda Chapter 18-20
<b>7 (February 19th - February 25th)</b>	Interfaces, Statics, and Exceptions	Discussion Post (Due Thursday and Sunday) Quiz #7 Read PHP Panda Chapter 21-23
<b>8 (February 26th – March 4th)</b>	Traits and Namespaces	Discussion Post (Due Thursday and Sunday) Quiz #8 Read PHP Panda Chapter 24-25
<b>SPRING BREAK</b>		
<b>9 (March 12th – March 18th)</b>	Intro to WordPress	Discussion Post (Due Thursday and Sunday)

<b>Week</b>	<b>Lecture</b>	<b>Assignments</b>
		Quiz #9 Assignment #3 Digging into WP Chapter 1-3
<b>10 (March 19th – March 25th)</b>	Theme Design & Development	Discussion Post (Due Thursday and Sunday) Quiz #10 Digging into WP Chapter 4
<b>11 (March 26th – April 1st)</b>	Plugins and Widgets	Discussion Post (Due Thursday and Sunday) Quiz #11 Digging into WP Chapter 5-6
<b>12 (April 2nd – April 8th)</b>	NO LECTURE/WORK WEEK	Discussion Post (Due Thursday and Sunday) Quiz #12 Assignment #4 Project #2- Website Rough Draft & Presentation
<b>13 (April 9th – April 15th)</b>	Comments SEO Keeping a healthy site	Discussion Post (Due Thursday and Sunday) Quiz #13 Digging into WP Chapter 7-9
<b>14 (April 16th – April 22nd)</b>	Deploying your site	Discussion Post (Due Thursday and Sunday) Quiz #14
<b>15 (April 23rd – April 29th)</b>		Discussion Post (Due Thursday and Sunday) Quiz #15 Assignment #5
<b>16 (April 30 – May 6th)</b>	NO LECTURE/WORK WEEK	Discussion Post (Due Thursday and Sunday) Quiz #16 Project #3- Final Website & Presentation

## **Assignment Requirements**

Unless otherwise noted, all code must:

- Rely exclusively on external CSS (no internal CSS, no inline CSS)
- Link CSS in the HTML <head> in the following order:
- One main/custom stylesheet
- Follow a clear style guide with consistent tabs/spaces, bracket placement, etc.
- Indent child elements
- Use lower case markup
- Use efficient code. Remember: stay DRY! (Don't Repeat Yourself). Points will be deducted for repetitive code, unnecessary elements, code that isn't in use, etc.
- Utilize HTML5 tags meaningfully and accurately, i.e. <article> only for content blocks that can stand alone, <nav> for any blocks of navigational links, <header> on any and all page titles and subtitles, etc.
- Do not use HTML for solely presentational purposes. Do not use <em> 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).

## **Assignment Deductions**

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

## **Code Quality**

- 1 point for each line of code that is not at the correct indentation level (up to a max of 15 points off)

## **HTML/PHP**

- 5 points if a heading is missing and/or if no heading appears in <header> area
- 5 points if inline script tags are used in file

## **CSS/Responsive Design**

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