



MASTER OF ARTS
IN MASS COMMUNICATION
College of Journalism and Communications

UNIVERSITY of FLORIDA

MMC5277 WEB DESIGN PRINCIPLES

SUMMER 2018

INSTRUCTOR

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Contact Me

Email is the best way to reach me. I try to respond to students within 24 hours, or 48 hours at the latest. If you would like to speak to me on the phone or on Zoom, email me and we can set up an appointment. In case of an emergency, you can text or call me at 352-875-5088.

Office Hours

I am available Monday-Wednesday-Friday nights from 6-9pm virtually (Zoom or Skype) or by phone appointment. If that time range does not work for you, please email me to coordinate a time.

Instructor Bio

I graduated in 2014 from Boise State University where I earned a Master's in Business Administration. After graduating I decided to go back to school and attended the University of Florida Master's Web Design program. I graduated from this program in August 2017. After graduating I got a job as a teaching assistant and also got a job at a web design company in Ocala, Florida.

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange "Log in to e-Learning" button. Login with your GatorLink account. Your course may **appear** on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on "All Courses" on this menu. After clicking "All Courses", you have the option to put the course on your dashboard by clicking on the star to the left of the course's name.

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

Zoom

We will be using Zoom for live class meetings. Instructions on how to download and operate Zoom can be found in the course website.

THIS COURSE

Course Layout

Each week, you will be assigned lectures to watch, readings, and assignments. There will be three projects that will be due throughout the semester. These tasks can be found on each weekly module.

Description

By the end of this course students will have a foundational knowledge of website creation from start to finish concerning the following web design stages: planning, design, development, and publishing. Students will also gain confidence in creating, coding, and uploading websites. This course will also teach the historical understanding of the evolution in web design coding. Students will also gain knowledge of the industry-standard design guidelines to successfully hand code their own website properly using HTML5, CSS3 and JavaScript.

Objectives

By the end of this course, students will be able to:

- Define and discuss web design, history, terminology and trends
- Read, use, and write HTML5, CSS, and Javascript.
- Acquire domain and remote hosting account
- Ability to upload and maintain websites with remote servers via FTP.
- Understand the importance of version control

Course Deliverables

In this course, there will be weekly quizzes along with assignments and 3 projects.

COURSE EXPECTATIONS

I have designed this course with the mentality that “you will get out what you put in”. We will have a live class meeting via Zoom every couple of weeks (See schedule), weekly recorded lectures, and assignments will be due periodically throughout the semester. This course is 16 weeks long.

Attendance

Students are expected to attend all live lectures in Zoom, watch supplied recorded lectures, complete required readings, discussions, quizzes, assignments, group work, and projects accordingly.

Each live lecture is recorded and provided to all students; therefore, if emergency circumstances permits student from attending live lectures, he/she will be required to let their instructor know ahead of time. Student will also be expected to watch the recordings within one week (7 days) of a missed lecture. *Missing lectures for anything other than emergencies are not excused.*

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

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>

Live Class Meeting: We will meet on Zoom every Tuesday and Thursday of the semester from 8-10pm.

Interactions

Zoom allows all of us to have a voice in an online environment. Students are encouraged to speak up, utilize the chat feature, and be actively engaged in class. I encourage all of you to interact – the more interaction, the richer the learning experience! Please adhere to the netiquette communications guidelines posted on Canvas.

Accountability

You are expected to log into your Canvas course multiple times each week. Your work is expected to be completed on time and you are expected to remain actively involved throughout the semester. All discussions, inside and outside of Canvas and Zoom, are expected to be held in a professional manner. You should always be respectful of the instructor and your fellow students.

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.

REQUIRED TEXT

- HTML & CSS: Design and build Websites
 - ISBN-13: 978-1118008188
- Javascript & jQuery
 - ISBN-13: 978-1118531648

PREREQUISITE KNOWLEDGE & SKILLS

No prerequisite required but a knowledge of HTML, CSS, and Javascript would be useful.

TEACHING PHILOSOPHY

I plan on teaching this course as if you were a beginner with HTML, CSS and Javascript and know nothing about the history or rules of web design. I believe that a successful website designer should be able to develop a complete website from the ground up; meaning, coding, HTML and CSS from scratch without the use of pretty web design software (example WIX).

COURSE POLICIES

Late Work & Makeup Policy

You will not be penalized for missing live class, but you will need to submit the summary within 48 hours of the class.

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

- | | |
|---|---------------------|
| • Less than an hour late | 05 points off |
| • More than an hour late but less than 24 hours late | 20 points off |
| • More than 24 hours late but less than 48 hours late | 25 points off |
| • More than 48 hours late | Not accepted at all |

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. The student may email me the assignment in a pdf file if there are uploading emails. 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 LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/> .

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. Email your academic advisor and put “dropping a course” in the subject line. Your academic advisor will reply with the necessary procedures.

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 Submissions

All assignments, quizzes, etc. will be submitted electronically through Assignments in Canvas.

Deadlines

This class, like others, involves many deadlines. Here is a reminder. Each week begins on a Monday, and ends on a Sunday.

- Assignments 11:59pm Sunday
- Quizzes 11:59pm Sunday
- Project #1 11:59pm on Sunday of week 6
- Project #2 11:59pm on Sunday of week 8
- Project #3 11:59pm on Sunday of week 16

Grading

All assignment grading will be on 100 point scale.

Your work will be evaluated according to the following distribution:

- Weekly Assignments 35%
- Quizzes 25%
- Projects 40%

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%

C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
F	< 59.5%	to	0%

UNIVERSITY POLICIES

University Policy on Accommodating Students with Disabilities

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

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

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you 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 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 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 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/%20sccr/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 & ASSIGNMENT DETAILS

Weekly Lectures

All lectures will be pre-recorded and will be conducted via Zoom. Live lectures will be recorded, in case you have a valid reason for being absent. Presentation of projects will be part of the lectures. If you are absent on a presentation day, you will need to connect with me individually via Zoom and present the project. In this case, you need to contact me to set up a presentation appointment time.

Assignment Details

Assignments

Some weeks you will be given an assignment to see if you understand the items that have been discussed in the lecture. You will be given a detailed sheet with the requirements of each project.

Quizzes

Each week, you will have a quiz based on the lecture. Quizzes are due at 11:59pm on the Sunday after lecture. Each quiz will be 5-10 questions.

Projects

Throughout the semester you will be working on designing a website of your choosing (more details under each project). For the final project you should have a fully functional website that you can show off to friends and family. You will be presenting each project live the week it is due.



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COURSE SCHEDULE

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Week 1 – Intro to Web Design

Learning Objectives

- Learn about the history of the internet
- Obtain knowledge of web design terminology
- Purchase domain/hosting servers
- Learn different parts/pieces of a webpage
- Discuss clean coding rules
- Download and utilize text editors

Assignments

- Lecture Quiz due 11:59pm Sunday

Additional Content

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

Week 2 – Coding a website

Learning Objectives

- Create your first website
- Begin coding using HTML

Required Readings:

- Chapters 1-3 – HTML & CSS

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 3 – Website Images & Tables

Learning Objectives

- Links, Images, & Tables

Required Readings:

- Chapters 4-6 – HTML & CSS

Assignments

- Lecture Quiz due 11:59pm Sunday
- Assignment 1 due 11:59pm Sunday
- Project #1 Assigned

Week 4 – Introduction to CSS

Learning Objectives

- Editing and Proofing Coding
- Discuss Cascading Style Sheets
- Obtain Knowledge of CSS Terminology
- Code CSS Inline, Internal, and External
- Format HTML Text Objects
- Use CSS Code Commenting
- Create Classes and IDs Selectors
- Format Element Background Color/Images

Required Readings:

- Chapter 10-12 – HTML & CSS

Additional Links

- <https://validator.w3.org/>
- <http://www.google.com/fonts>
- <http://www.dafont.com>

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 5 – CSS continued

Learning Objectives

- Understand CSS Specificity and Inheritance Rules
- Format Tables and Borders with CSS
- Discuss CSS Shorthand and Combining Rules/Properties

Required Readings:

- Chapters 13-15 – HTML & CSS

Assignments

- Lecture Quiz due 11:59pm Sunday
- Project #1 due 11:59pm Sunday
- Assignment 1 due 11:59pm Sunday

Week 6 – Website Mockups

Learning Objectives

- Design website style guide
- Create design mockup
- Introduction to version control

Required Readings:

- Chapter 7-9 – HTML & CSS

Assignments

- Lecture Quiz due 11:59pm Sunday
- Presentations during class on Thursday
- Project # 2 assigned

Week 7 – Website Layout

Learning Objectives

- Create page layout with CSS
- Position elements on a webpage using CSS
- Format navigational elements with CSS

Required Readings:

- Chapters 16-19 - HTML & CSS

Assignments

- Lecture Quiz due 11:59pm Sunday
- Assignment 3 due 11:59pm Sunday

Week 8 – Parent/Child Relationships & Intro to Javascript

Learning Objectives

- Understand Parent/Child Relationships
- Introduction to JavaScript (strings, numbers, objects, etc.)

Required Readings:

- Chapter 1-3 – JavaScript & jQuery

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 9 – JavaScript continued & CSS effects

Learning Objectives

- Learn about control structures and Javascript (for loop, while loop)
- Discuss CSS3 Coding using Vendor Prefixes
- Format Elements with CSS3 Text Shadow, Box Shadow, Border Radius, Gradients
- Discover Hover Effects and Sprites
- Apply CSS3 Animation using Keyframes, Transition, Transform

Required Readings:

- Chapters 4-6 - JavaScript & jQuery

Assignments

- Lecture Quiz due 11:59pm Sunday
- Assignment 4 due 11:59pm Sunday
- Project #2 due 11:59pm Sunday

Week 10 – Advanced CSS coding methods

Learning Objectives

- Apply Advanced CSS Coding Methods with Pseudo Classes and Elements
- Research and Code other Advanced CSS Coding Methods like Image Hover Effects, Sticky Header/Footer/Sidebar, and Smooth Scroll

Required Readings:

- Image Hover Effects

Assignments

- Lecture Quiz due 11:59pm Sunday
- Assignment 10 due 11:59pm Friday

Week 11 – Contact forms and Videos

Learning Objectives

- Create contact forms
- Convert and code videos

Required Readings:

- HTML5 Videos
- Lightbox/Fancybox

Assignments

- Lecture Quiz due 11:59pm Sunday
- Assignment 5 due 11:59pm Sunday

Week 12 – SEO Tactics

Learning Objectives

- Applying SEO tactics to websites

Required Readings:

- Intro to SEO

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 13 – Git Terminal

Learning Objectives

- Learn about git and the terminal

Required Readings:

- PDF Notes in Canvas

Assignments

- Assignment 6 due 11:59pm Friday
- Lecture Quiz due 11:59pm Sunday

Week 14 – Version Control

Learning Objectives

- Learn about version control and GitHub

Required Readings:

- PDF Notes in Canvas

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 15 – Putting it All Together

Learning Objectives

- Review of all topics covered in class

Required Readings:

- None

Assignments

- Assignment 7 due 11:59pm Friday
- Lecture Quiz due 11:59pm Sunday

Week 16 – Wrap-Up

Learning Objectives

- Final week wrap up

Required Readings:

- None

Assignments

- Presentations during Thursdays class
- Project #3 due 11:59pm Friday