MMC5277 WEB DESIGN PRINCIPLES
FALL 2019

INSTRUCTOR

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352-875-5088**

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 weeknights from 6-9pm. Please contact me in advance so we can schedule a meeting.

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, 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 on certain Thursdays at 8:00pm. Please check below and on Canvas for meeting dates.

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 (100 pts)   11:59pm on Sunday of week 6
- Project #2 (100 pts)   11:59pm on Sunday of week 10
- Project #3 (200 pts)   11:59pm on Sunday of week 16

Grading
Your final grade will be rewarded as follows.

Grade			
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

    o 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 distancesuppport@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 14 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.

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

- Assignment – Purchase Domain Name & send website subject

Meeting Week

- Thursday at 8:00pm

Week 2 – Git Terminal

Learning Objectives

- Learn about git and the terminal

Required Readings:

- PDF Notes in Canvas

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 3 – Version Control

Learning Objectives
- Learn about version control and GitHub

Required Readings:
- PDF Notes in Canvas

Assignments
- Lecture Quiz due 11:59pm Sunday
- Assignment 1 due 11:59pm Friday

Meeting Week
- Thursday at 8:00pm

Week 4 – Intro to HTML

Learning Objectives
- Tags, Attributes, Text Objects, Entities, Comments
- Images
- Anchor Links

Required Readings:
- Chapters 1-3, 17 – HTML & CSS

Assignments
- Lecture Quiz due 11:59pm Sunday

Week 5 – HTML Continued

Learning Objectives
- Links
- Images
- Tables
- Favicons
- Iframes & Embeds

Required Readings:
- Chapter 4-6 – HTML & CSS

Assignments
- Lecture Quiz due 11:59pm Sunday
- Assignment 2 due 11:59pm Sunday

- Thursday 2/7 at 8:00pm

Week 6– Wireframes & Uploading Website

Learning Objectives
- Creating Wireframes for final project

- Learn how to upload from local to remote host

Required Readings:
- Chapter 18 – HTML & CSS

Assignments
- Lecture Quiz due 11:59pm Sunday

- Project #1 due 11:59pm Sunday

Week 7 – Intro to CSS

Learning Objectives
- Inline, Internal, and External CSS

- Classes & IDs

- Background Color and images

- Formatting Text

Required Readings:
- Chapter 10-12 – HTML & CSS

Assignments
- Lecture Quiz due 11:59pm Sunday

Meeting Week
- Thursday at 8:00pm (Project #1 Presentations)

Week 8 – CSS Specificity and Inheritance Rules

Learning Objectives
- Format Tables & Borders with CSS

- Shorthand CSS

Required Readings:
- Chapters 13-14 - HTML & CSS

Assignments
- Lecture Quiz due 11:59pm Sunday

- Assignment 3 due 11:59pm Sunday

Week 9– Website Mockups & Styleguides
Learning Objectives
- Create mockups for website
- Create style guide for website

Required Readings:
- PDF Notes in Canvas

Assignments
- Lecture Quiz due 11:59pm Sunday

Meeting Week
- Thursday at 8:00pm

Week 10 – Positioning items on the page
Learning Objectives
- Box model, margin auto, reset rule, divs/spans
- Margin & padding
- Fixed/Static/Relative/Absolute
- Z-index
- Float/Clear
- CSS Navigation

Required Readings:
- Chapters 15-16 – HTML & CSS

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

Week 11 – CSS Animations
Learning Objectives
- Animations (Keyframes, Transitions, Transform)
- Hover Effects
- Text-Shadow, box-shadow, border-radius, gradients

Required Readings:

- PDF Notes in Canvas

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 12 – Pseudo Classes and Elements

Learning Objectives

- Sticky header/footer

- Smooth Scroll

Required Readings:

- PDF Notes in Canvas

Assignments

- Lecture Quiz due 11:59pm Sunday

- Assignment 5 due 11:59pm Sunday

Meeting Week

- Thursday at 8:00pm

Week 13 – Contact Forms/ Videos / Plugins

Learning Objectives

- Lightbox / Fancybox

- Contact Forms

- Other Plugins

Required Readings:

- Chapters 7-9 – HTML & CSS

Assignments

- Lecture Quiz due 11:59pm Sunday

Week 14 – Intro to JavaScript

Learning Objectives

- Introduction to JavaScript

- Data Types

Required Readings:

- Chapter 1-3 – JavaScript & jQuery

- Assignment 6 due 11:59pm Friday

- Lecture Quiz due 11:59pm Sunday

- Meeting Thursday at 8:00pm

Week 15 – JavaScript Continued

Learning Objectives
- Control Structures (for loop, while loop)

- Functions

- Displaying

Required Readings:
- Chapter 4-6 – JavaScript & jQuery

Assignments
- Lecture Quiz due 11:59pm Sunday

Meeting Week
- Thursday at 8:00pm (Optional)

Week 16 – SEO/Wrap Up

Learning Objectives
- Search Engine Optimization

- Google Analytics

- Review of all topics covered in class

Required Readings:
- Chapter 19 – HTML & CSS

Assignments
- Final Project due 11:59pm Friday

- Lecture Quiz due 11:59pm Sunday

Meeting Week
- Thursday at 8:00pm (Presentations)