

# Web Interactivity & Engagement – Spring 2019

**Instructor** Efren Vasquez

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

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

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## **Text:**

PHP for the Web 5<sup>th</sup> Edition

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

Teach Yourself Visually: Wordpress (Recommended)

## **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:**

We will not be meeting every week for this class. Please check the schedule for scheduled meeting times. If you need assistance with a project or assignment, we can meet up using Zoom or Skype.

## **Requirements:**

- Reading material
- Text editor
- FTP Software
- Graphic Software (Photoshop, Illustrator, GIMP, etc.)
- MAMP (this will be discussed during the first couple of weeks)
- 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. We just need to schedule an appointment ahead of time.

## **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 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.

### **Live Class**

We will meet for presentations, reviews, and lectures every couple of weeks. Please look at the schedule for these meeting times.

### **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.

### **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 or any previous 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 (real or imaginary) and create a WordPress theme for that company. Please check the calendar or the syllabus for due dates.

Each project assignment will require the student present their project. After the presentation, students are encouraged to give feedback about the project they just saw. (Keeping in mind to be professional).

Project Part 1- Mockups/Wire-frames

Project Part 2- Website Rough Draft

Project Part 3- Final Website

### **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 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.

Quizzes Sundays 11:59pm ET

Project/Assignments Sundays 11:59pm ET

## Point Details

- Each quiz is worth 10 points
- Each non-project assignment is worth 100 points
- Project assignments will vary in points (The later project assignments will be worth more)
  - Email company name 10 points
  - Mockups/wireframes & presentation- 100 points
  - Website draft & presentation- 200 points
  - Completed website & presentation- 300 points

**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 in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

### **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.

## Course Schedule:

Week	Lecture	Assignments
1	Introduction to course	Quiz #1 Email company for project <b>Class Meeting (Wednesday 8pm)</b>
2	Set up MAMP Intro to PHP	Quiz #2
3	Numbers Strings Arrays	Quiz #3 Project #1- Mockup/Wireframes Presentation
4	Control Structures Functions	Quiz #4 <b>Class Meeting – Wednesday 8pm (Presentation &amp; Review)</b>
5	HTML Forms & PHP Creating Web Applications	Quiz #5 Assignment #1
6	Files & Directories Intro to Databases	Quiz #6
7	Intro to WordPress & CMSs	Quiz #7 <b>Class Meeting (Wednesday 8pm)</b>
8	Theme Design & Development	Quiz #8 Assignment #2
9	Templating & Layouts	Quiz #9
10	Plugins and Widgets	Quiz #10 Assignment #3 <b>Class Meeting (Wednesday 8pm)</b>
11	WooCommerce	Quiz #11

<b>Week</b>	<b>Lecture</b>	<b>Assignments</b>
12	Making a CMS Work for you	Quiz #12 Project #2- Website Rough Draft <b>Class Meeting (Wednesday 8pm)</b>
13	Advanced theme development	Quiz #13
14	Advanced WordPress customization	Quiz #14
15	Advanced topics MySQL	Quiz #15 <b>Optional Class Meeting (Wednesday 8pm)</b> Project #3- Final Website
16	NO LECTURE/WORK WEEK	Quiz #16 Project #3- Presentation <b>Class Meeting (Wednesday 8pm)</b>

### **Assignment Requirements (when applicable)**

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 (when applicable)**

- 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