

General Information

Course COM6338

4 Credits

Spring 2013

"If you can imagine it, you can create it."

Class Location: Virtual

Class Meeting Times: Class will meet for two hours weekly on Wednesday evening from 7:30 to 9:30 p.m. EST. In addition, there are video lectures each week so students will be expected to check into the classroom on their own time for lectures and assignments.

Instructor: Peggi Rodgers

Pre-requisites

- Completion of an HTML or XHTML and a basic CSS course or equivalent experience.
- Students must have access to the Internet and ad-free webspace to which they can post assignments.
- Student browsers should be equipped with a Flash Player and be able to play Quicktime movies.
- Students must have the ability to complete each assignment in high quality English.

Course Objectives

This course will delve more deeply into the processes of website design. Students may expect to come away from the course with a thorough understanding of issues specific to web-based presentations such as accessibility standards and site management techniques. They will have a good understanding of several HTML5 elements and basic JavaScript programming skills. At the end of the class, everyone will have a sample website which demonstrates the skills learned in this class to offer to potential clients.

Course Introduction

This class is a little different than others you may have taken in that it is an asynchronous course. That means that most of your materials and study will be given and utilized via an online environment; recorded lectures and pdf documentation. Weekly class meetings will be used to provide overviews of each week's materials, respond to student questions and give examples.

Since time is limited each week, students are encouraged to submit questions via email prior to the weekly meeting if possible.

These weekly sessions will serve as my office hour as well. However, I may be reached via email to marodgers@ufl.edu at any time and I will respond as quickly as possible, usually within an hour or two.

Student Expectations

This course is an online class and will be taught using the University's e-learning system Sakai. Lectures will cover a different aspect of web design each week and there will be reading assignments and independent research required which will supplement the lecture materials. Online resources will be provided to assist students in developing a fuller understanding of each concept. Students may expect to spend at least three to five hours each week going over the presented lecture materials and book/online resource reading assignments. Another two to three hours per week should be planned to address homework assignments particularly during the programming section of the class.

The class can be divided into three sections beginning with design concepts, moving into programming concepts using JavaScript (an overview of jQuery is included in this section) and finally an introduction to HTML5.

Teaching Philosophy

My goal is to give students the highest quality learning experience that I am able to give. I utilize a combination of life experience and education to offer materials that are current and pertinent to the degree program. I have tried to create assignments that will give students practical experience with the technique or technology on offer which they will then be able to apply to real-life situations in the work place.

What is Expected from Students

Students will be expected to produce Master's level papers and work and submit assignments on time. This means students should adjust their schedule to permit enough time for proofreading and spell checking all papers and other work. This is very important as I will ask you to write to these guidelines for every essay, assignment, exam, quiz or paper you turn in for this class. You are in a post-graduate program in the College of Journalism and Communication and as such you should be well versed in writing skills. Points will be deducted for:

- Spelling errors
- Missing words, sentences, pieces of paragraphs
- Incorrect grammar
- Sentences that don't make sense
- Run-on sentences
- Lack of proper paragraphing – in other words use correct document construction

- No contractions (i.e. do not, not 'don't')
- Watch your use of your vs. you're; it's vs. its etc.
- No texting-type abbreviations
- No undefined acronyms

Use:

- Correct essay formulation: introduction, body, summary
- 12 point font, Times New Roman
- 1 ½ line spacing
- 1 inch margins left and right
- 1 inch margins top and bottom
- Put your name, class title, assignment name and page number on all pages.
 - The page number can be left off the first page but do include your name, class number and assignment name.

You need to pay close attention to the requirements of the assignments and ensure that if an assignment requires a specific word count, you write to within 10 words of that target number using correct English grammar and sentence structure. For example: If an assignment requires 500 words students need to write at least 490 and no more than 510.

In addition, students will be expected to problem solve and actively engage in independent thinking.

Web Design is a highly competitive, detail-oriented profession and I expect students to bear this in mind when completing work for this class. Plan to give a substantial amount of attention to detail in assignments and exams.

Classroom Etiquette

Weekly lectures will be provided in video format. In addition, hard copy materials will be available including a hard copy of the lecture, the PowerPoint presentation from which the video was made, glossaries and resource lists. All Resources will be accessible through Sakai.

Because this is an asynchronous course assignments are not turned in during classroom hours. All course work is to be done through Sakai. It is important that students use Sakai for all aspects of the course. During live class sessions, students will be expected to adhere to appropriate classroom etiquette.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Students will be expected to abide by the University's regulations regarding Student Rights and

Responsibilities. These may be found on the University's website at <http://www.dso.ufl.edu/studentguide/studentrights.php>. Special attention should be paid to the Academic Honesty Guidelines as they relate to plagiarism.

Copyright Information

All course materials are copyrighted to their author and may not be reproduced or distributed without explicit written permission.

Getting Help

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:

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

** 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.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- 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 visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Exams, Make-up Exams, Assignments and Grades

There is one mid-term exam for this class which will take place in week eight and will cover materials learned in the first half of the semester. There is one final project after week 15 which will cover materials learned in the entire course. In addition to 5 weekly assignments, students will be asked to complete two quizzes during the course of the semester. Assessment for the class will be based upon the cumulative points earned from homework assignments, the mid-term exam, final project, and two quizzes.

Assignments must be submitted no later than 11:00 p.m. EST on the day specified and should be submitted through Sakai. The assignments for this class will require web-based presentation. So students will be expected to post a link in the Assignments folder pointing to their online

homework. Late assignments will not be accepted. However, special consideration may apply in extraordinary circumstances, so students are encouraged to contact the instructor and discuss the situation. University guidelines apply and students should inquire in the department office as to the appropriate procedure for turning in late work due to special circumstances such as a death in the family.

Examples of things which do not fall into the special circumstances category:

- I went away for a work assignment over the weekend and forgot to bring my school computer
- The power went out so I couldn't complete my assignment
- I was stuck in the airport so couldn't get home to do my homework
- The dog ate my textbook
- I had assignments from other classes that got in the way so I didn't have time to do yours as well
- I had to work extra hours this week
- Etc....

Examples of things which DO fall into the special circumstances category:

- My grandmother died and I had to help my mother
- My father passed away
- There was an emergency at home and I had to go back
- The big storm flooded the dorms/house where I live

Assignments which are late due to a student's illness or illness of another member of their family will be accepted with a doctor's note and may still be subject to a 10% point reduction.

Assignments which require online presentation (those in weeks five through 9) that are NOT presented via that method will not be accepted. And the student will receive zero (0) points for the assignment.

Assignments missing three or more required elements will receive a zero (0) point mark regardless of how many other required elements are included.

All assignment due dates will be given in the assignment folder and must be completed with a satisfactory mark in order to pass the class. For additional information regarding the University's grading policies, please visit the website at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

There is no opportunity to rework an assignment that has received poor marks and there are no opportunities to make up lost points in this course.

Grades are based on the University's graduate grading schedule which may be obtained from

your school's office.

Grades will be tabulated on points earned through the following:

- One mid-term exam
- Two quizzes
- Five (5) programming assignments
- One final project

Grade values are as follows:

33% Assignments and quizzes

33% Mid-term exam

34% Final project/exam

Each assignment will be worth a total of 15 points (5 assignments in total) and each of the two quizzes is worth 12.5 points each. The mid-term exam and final project will be worth 100 points each for a total of 325 points possible for the course. Points will be based upon the following course assessment criteria:

- Evidence of knowledge
- Evidence of sufficient reading
- Evidence of analysis and evaluation
- Clarity of argument
- Grammar, punctuation, spelling, vocabulary and adherence to writing guidelines
- Functionality – coding is functional and working

Your performance in each of the above categories will be rated on a 1 through 5 point scale; one representing poorest possible performance and five representing the best possible performance.

Again, there are 325 points possible and your final grade will be based on your cumulative point total.

Point-to-grade equivalents:

305 – 325 points = A

284 - 304 points = A-

263 - 283 points = B+

209 - 262 points = B

188 - 208 points = C+

134 - 187 points = C

100 - 133 points = D

Below 100 points = F

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>.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Students are expected to avoid the use of offensive language (swear words etc) and refrain from personal attacks on others. Students displaying this behavior will be subject to penalty point deductions of 5 points for each event to be taken from their final grades. Should the behavior continue, students will be reported to the Dean's office for further disciplinary action. For more information <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

Instructor Contact Info

Instructor: Peggi Rodgers

Contact Info

Email: marodgers@ufl.edu - Questions may be submitted at any time.

Adobe Connect:

Virtual office hours: Wednesday, 7:30-9:30 p.m. EST

Course Communications:

The best way to communicate with me is via email to marodgers@ufl.edu. I check email daily.

Book and Software Requirements

Required Textbook(s)

The Design of Sites: Patterns for Creating Winning Web Sites(Second or latest edition)

Author(s): Douglas K. van Duyne, James A. Landay, Jason I. Hong

Publisher: Prentice Hall

Language: English

ISBN-10: 0131345559

ISBN-13: 978-0131345553

Introducing HTML5 (2nd Edition)

Author(s): Bruce Lawson, Remy Sharp

Publisher: New Riders Press; 2 edition (October 28, 2011)

Language: English

ISBN-10: 0321784421

ISBN-13: 978-0321784421

Available for Kindle and Nook

Beginning HTML, XHTML, CSS and JavaScript (Latest Edition)

Author(s): John Dockett

Publisher: Wrox Press, Inc. (December 30, 2009)

Language: English

ISBN-13: 9780470540701

Available on Kindle and Nook (by Wiley & Sons Publisher)

Recommended Books

Beginning JavaScript (*4th Edition or later*)

Author(s) Paul Wilton, Jeremy McPeak

Publisher: Wiley Publishing, Inc.

Language: English

ISBN-10: 0470525932

ISBN-13: 978-0-470-52593-7

Available for Kindle and Nook

HTML5: Up and Running

Author: Mark Pilgrimi

Publisher: O'Reilly Media; 1 edition (August 24, 2010)

Language: English

ISBN-10: 0596806027

ISBN-13: 978-0596806026

Available for Kindle and Nook

Transcending CSS: The Fine Art of Web Design

Author: Andy Clarke

Publisher: New Riders Press; 1 edition (November 25, 2006)

Language: English

ISBN-10: 0321410971

ISBN-13: 978-0321410979

Universal Principles of Design

Author(s): William Lidwell, Kritian Holden, Jill Butler

Publisher: Rockport Publishers Ltd

ISBN-10: 1-59253-587-9

ISBN-13: 978-1-59253-587-3

Available for Kindle

Web Accessibility: Web Standards and Regulatory Compliance

Author(s): Richard Rutter, Patrick H. Lauke, Cynthia Waddell, Jim Thatcher, Shawn Lawton Henry, Bruce Lawson, Andrew Kirkpatrick, Christian Heilmann, Michael R. Burks, Bob Regan, Mark Urban

Publisher: Apress; 1 edition (July 24, 2006)

Language: English

ISBN-10: 1590596382

ISBN-13: 978-1590596388

Available for Kindle and Nook

Books for those interested in further personal study (not required):

HTML5 Animation with JavaScript

Author(s): Billy Lamberta, Keith Peters

Publisher: Friends of Foundation

ISBN-13: 978-1-4302-3665-8

ISBN-13 Electronic: 978-1-4302-3666-5

Available for Kindle and Nook

DOM Scripting – Web Design with JavaScript and the Document Object Model

Author(s): Jeremy Keith

Publisher: Friends of Foundation

ISBN-13: 9781430233893

Available for Kindle and Nook

Supercharged JavaScript Graphics

Author(s): Raffaele Crecco

Publisher: O'Reilly

ISBN-13: 9781449393632

Available for Kindle and Nook

Required Software and Hardware

- FTP software for uploading assignments, such as WS_FTP at <http://wsftp.com>
- HTML editor such as Dreamweaver or a text editor such as Notepad or Notepad++ (PC) or TextEdit (Mac) for hand coding.
- MS Word for preparation of written materials
- For PC users, you will need the following browsers: Opera, Safari, IE, Chrome and Firefox
- For Mac users, you will need the following browsers: Opera, Safari, Firefox and Chrome
- If you want to utilize an iPad or similar mobile device AS WELL AS the browsers you're welcome to do that. However, mobile devices WILL NOT be an acceptable substitute for computer-resident browsers.
- Webcam