

# ADVANCED WEB TOPICS 1 - SYLLABUS

UNIVERSITY OF FLORIDA, WEB DESIGN AND ONLINE COMMUNICATIONS

---

**COURSE NUMBER:** COM 6338

**CREDITS:** 4

**TERM:** SUMMER 2014

**LECTURE TIME:** Tuesday and Thursday, 5:30-7:30 pm EST

**LECTURE LOCATION:**

Online via Adobe Connect. Please enter room through the Course Materials section of your course in Sakai at <https://lss.at.ufl.edu>

---

## ABOUT YOUR INSTRUCTOR

**INSTRUCTOR:**

Jessica Pelasky  
[jessica.pelasky@ufl.edu](mailto:jessica.pelasky@ufl.edu) (main)  
[jessica.pelasky@gmail.com](mailto:jessica.pelasky@gmail.com) (alternative)  
419-961-0583 (cell/text)  
JESS44903 (skype)

**OFFICE HOURS:**

M-F: Skype/Phone/Text 2-4 pm;  
Saturday-Sunday: Email/Text

**COMMUNICATION:**

Responses will normally be answered within 24-36 hours. If an emergency, please either call/text.

Please send email to my UF email address; do not use the mail function within Sakai.

**MY TEACHING PHILOSOPHY:**

I plan on teaching this class where I assume that you are a beginner in the subject matter. I believe a proper web designer should be able to develop a website from the ground up; by this I mean coding HTML and CSS from scratch before we use pretty web design software. :) I feel people tend to skip over the basics and go right to the items they want to implement; however without a strong base, you cannot build anything without it collapsing.

---

## ABOUT THE COURSE

### PREREQUISITE KNOWLEDGE AND SKILLS:

- Prerequisite courses: MMC5277 Web Design Principles, VIC5325 Digital Imagery, and VIC5326 Digital Layout.
- Students should have a firm working knowledge of HTML and CSS coding as well as uploading websites via FTP and Dreamweaver.

### PURPOSE:

This course will expand the basic coding of XHTML and CSS learned in MMC5277. The course will cover three main topics: HTML5 and CSS3, foundations of JavaScript, and advanced web design using Adobe Dreamweaver and Adobe Muse.

### DESCRIPTION:

Students will be introduced to basic programming concepts utilizing JavaScript. The class will give hands-on experience in writing small programs, programming terminology, concepts, and best practices. Students will learn to write programs using such constructs as loops, statements, variables, and functions. Good programming habits will be covered, as well as program design, flow charting and architecture, and debugging techniques. The second half of the class will concentrate on HTML5 and best practices for using this exciting new version of web design and development.

### GOALS AND/OR OBJECTIVES:

By the end of this course, students will:

- Understand the basics of computer programming languages using JavaScript
- Be able to read and write HTML5 and CSS3
- Apply JavaScript, HTML5, and CSS3 effectively to create interactive and dynamic websites
- Advanced use of Adobe Dreamweaver and other Adobe coding products in the Creative Cloud family

---

## MATERIALS

### SUGGESTED TEXTBOOKS:

- [JavaScript A Beginner's Guide 4<sup>th</sup> Edition](#)  
by John Pollock
- [HTML5: Up and Running](#)  
by Mark Pilgrim  
[ONLINE VERSION](#)

- [HTML5 & CSS3 Visual QuickStart Guide \(7th Edition\)](#)  
by Elizabeth Castro, Bruce Hyslop  
[ONLINE VERSION](#)
- [Dreamweaver CC: Visual QuickStart Guide](#)  
by Tom Negrino, Dori Smith
- [Photoshop CC: Visual QuickStart Guide](#)  
by Elaine Weinmann, Peter Lourekas

#### REQUIRED SOFTWARE:

- Text editor of your choice: Notepad++ (windows), Komodo Edit (mac), Edge Code (Creative Cloud)
- Adobe Dreamweaver, Illustrator, Photoshop (Creative Cloud version recommend)
- Adobe Muse (Creative Cloud)

#### ADDITIONAL REQUIREMENTS:

You should have your own domain name and hosting from MMC5277. If you do not have your own domain/hosting, you will need to purchase a URL/hosting account (about \$50-60). I recommend [GoDaddy.com](#). However, you can choose any hosting company and domain name provider.

---

### COURSE EXPECTATIONS

#### LIVE LECTURE ATTENDANCE POLICY:

You are expected to attend and participate all live lectures given twice a week, Tuesday and Thursdays from 5:30-7:30 pm EST.

If there is a circumstance where you are not able to attend said live lectures, you will be required to watch the recordings. Please contact me within the first week of class to discuss your situation. Arrangements will be made on an individual basis.

If you watch the class recordings, you will be required to submit a summary paper detailing the topics covered during the lectures. Summary papers need to be submitted via email no more than one week (7 days) after the missed date. You must submit your summary via Word Document. Save file as:

[DateMissed]\_Summary\_[lastname]\_[firstname].doc Then send file via email with the subject line: **[Date Missed] Summary Submission - [Name]**.

When attending the live lectures, I expect you to actively participate. I do keep track of participation during each lecture. When we are working on coding exercises, I expect

you to follow along, not just watch me do the code. During lectures, I might call on you to answer questions with your microphone. *Be prepared to discuss topics as a group.*

Class presentations will be held for each major project. I also expect you to give your classmates constructive critiques.

### **READING:**

There is so much online to read concerning web design that you could spend a lifetime reading. We will be using a combination of in class readings and assigned readings via textbook or provided links.

### **DISCUSSION BOARDS:**

We will be using the Discussion Boards in Sakai for this class to conduct discussions of design, helpful coding tips and tricks, as well as sharing links to inspirational sites. It is encouraged to post useful links to the topics being discussed during the course of the semester. Discussions are taken into consideration for your participation grade.

### **QUIZZES:**

There will be a few in class quizzes throughout the semester. The quizzes will cover lectures and possible readings. Quizzes must be completed by the due date. There will be no extensions for late quizzes.

### **PROJECTS:**

There will be 4 major projects. Each project will have specific requirements that will be detailed in the project description via Sakai. Projects will be “assignments” and adequate time will be given to complete.

- Project 1 – HTML 5 Part 1
- Project 2 – HTML 5 Part 2
- Project 3 – JavaScript
- Project 4 – Adobe Muse or Grid Layouts in Dreamweaver

All projects will be presented during the live lectures. If you are not able to attend during presentation nights, you will need to record your presentation ahead of time via YouTube (recommended), Vimeo, or any other accessible means. You will then provide the URL to me before the class meeting time.

*Keep Presentations around 5 minutes.*

### **SELF STUDY:**

Students are expected to spent time outside of class visiting websites that supplement learning code and how to implement into a working website. There will be times that students will be required to provide links for in class exercises. All in class required assignments will count towards the overall participation grade.

**LINKS LIST:**

In addition to each project, you will submit a list of links and descriptions to websites documenting the self study pertaining to that project's focus. This list will be a separate grade and assignment submission in Sakai. The format for the list will be discussed on the first day of class.

**LATE WORK:**

All work is due on or before the due date. Extensions for deadlines will only be given on a case by case basis. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Unless excused, work submitted within 24 hours after the due date will automatically be deducted by 30% of the maximum points allowed. No work will be accepted for a grade past 24 hours.

A problem uploading to Sakai is not an excuse. If you are having technical difficulties with Sakai, there are different means to submit work that all involve some sort of time stamping. You may email me links to your Dropbox folders, Google Drive, and even attaching .zip files are all viable alternatives.

**UNIVERSITY ATTENDANCE POLICIES:**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

**COURSE EVALUATION:**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but 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>

---

## GRADING

Students are evaluated on the basis of their timely and effective completion of homework assignments and projects.

Participation*	10%	Project1	20%
Homework	5%	Project2	15%
Quizzes	10%	Project3	15%
Links List	10%	Project4	15%

*\*Participation includes: presence in class (chat, responses to questions, actively engaged, etc.), attendance, and Discussion Board activity (postings and comments).*

### GRADING SCALE:

A (4.0)= 93-100	A- (3.67)= 90-92	B+ (3.33)= 87-89	B (3.0)= 83-86	B- (3.0)= 80-82	C+ (2.33)= 77-79
C (2.0)= 73-76	C- (1.67)= 70-72	D+ (1.0)= 67-69	D (1.0)= 63- 66	D- (.67)= 60-63	E (0.0)= 0-59

### UNIVERSITY GRADING POLICIES:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Information about UF's grading policy can be found at:

- <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>
- <http://www.isis.ufl.edu/minusgrades.html>

### UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### UNIVERSITY HONESTY POLICY:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that

facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**NETIQUETTE: COMMUNICATION COURTESY:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please see the following document for more information:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

---

## GETTING HELP

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

- [Learning-support@ufl.edu](mailto: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.

Contact information for the Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 352-392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

---

## “TENITIVE” COURSE SCHEDULE

### WEEK 1

- Introduction, Syllabus, Calendar, Review

### WEEK 2

- Terminology, Review Coding

### WEEK 3

- Introduction to HTML5 and JavaScript

### WEEK 4

- HTML5

### WEEK 5

- HTML5 and Forms

### WEEK 6

- HTML5; Intro to Flash, Canvas, Local storage, and Geolocation

### WEEK 7

- HTML5, Canvas, Local storage, and Geolocation

### WEEK 8

- HTML5 and JavaScript

### WEEK 9

- HTML5 and JavaScript

### WEEK 10

- HTML5, CSS Animation

### WEEK 11

- Adobe Muse and Dreamweaver

### WEEK 12

- Adobe Muse and Dreamweaver

### WEEK 13

- Adobe Muse and Dreamweaver

## DISCLAIMER

*This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*