

# Advanced Online Media Production

MMC 4341 | Spring 2014 | Section 099F  
Monday periods 8, 9, 10 (3 – 6 p.m.), 3024 Weimer Hall  
Plus individual meetings, by appointment, required weekly

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**WEBSITE:** <http://mmc4341.wordpress.com/>

Important information appears on the **Course Schedule** and **Required Work** pages of the online syllabus (website). All students are responsible for reading those pages completely and also for checking them each week.

## Course Description

Advanced skills in appropriate technologies for producing online journalism. Navigation interfaces for online information; screen/page design; incorporation of information graphics, video, audio, photos, animation. Emphasis on current professional techniques and standards. Several programming environments will be used. Students must be able to take initiative in learning.

## Course Objectives

Upon successful completion of this course, students will be able to:

- Use scripting/programming languages at a basic to intermediate level
- Use HTML and CSS at an intermediate level, following current professional standards
- Solve design and presentation problems using HTML and CSS
- Solve design and presentation problems using JavaScript and jQuery
- Evaluate technologies used in professional examples of online storytelling

## Attendance and Attitude

Students are expected to show respect for one another and for the instructor. Attendance and arriving on time for class are necessary. *Lateness and absences will result in a lower final grade* (details on the **Required Work** page in the online syllabus). If you have been absent, you are responsible for finding out about any missed material by going to the instructor's office hours. These matters will not be handled via e-mail.

Mobile devices must be turned OFF during class. Do not check text messages, e-mail, Instagram, etc., during class, as your instructor considers this quite rude and therefore grounds for disciplinary action. Give your full and undivided attention to anyone who is speaking in class, including your fellow students.

Students will use a computer during class. However, use of social media and other sites not related to classwork is prohibited. When the instructor or another student is speaking to the class, all students are expected to give full attention to the speaker.

## UF Attendance Policies

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

## Equipment

All students are expected to have their own laptop computer (preferably a MacBook Pro) with necessary software installed.

## Required Books

No books are required for this course. Readings and lessons from online sites will be assigned, including:

<http://learnpythonthehardway.org/book/>

<http://www.codecademy.com/tracks/javascript>

<http://try.jquery.com/>

## Course Deadlines and Makeup Work

Late assignments are not accepted. This means that an assignment submitted late is graded as a zero. Assignments are not accepted via e-mail unless requested by the instructor. If an illness or a personal emergency prevents you from completing an assignment on time, advance notice and written documentation are required. Makeup work is permitted only in extreme circumstances and when written documentation is provided in a timely manner.

## Academic Dishonesty

Academic dishonesty of any kind is not tolerated in this course. It will be reported to the Dean of this college, and to the UF Dean of Students—and *it will result in a failing grade* for this course.

Academic dishonesty includes, but is not limited to:

- Copying and pasting the code, words or images of others and presenting them as your own.
- Using any work done by another person and submitting it for a class assignment.
- Submitting work you did for another class.

## UF Student Conduct & Honor Code

> <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## Students with Disabilities

Students requesting accommodations must first register with the Disability Resource Center. The Disability Resource Center will provide an accommodation letter to the student, who must then give that letter to the instructor when requesting accommodations. Do so as early as possible in the semester.

UF Disability Resource Center

> <http://www.dso.ufl.edu/drc/>

## Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online course evaluations. You will receive notification via email near the end of the semester when the evaluations are open. Public results of these assessments are available to students.

UF Faculty Course Evaluations

> <https://evaluations.ufl.edu/evals/>

## Course Requirements

Please make sure to check the course website at least once a week. If you rely only on a printed copy, you may miss a change in the **Course Schedule** or **Required Work** sections. Assignments and deadlines will be posted online at the URL below.

> WEBSITE: <http://mmc6612.wordpress.com/>

### Introduction (Week 1, two class meetings)

Students who attend classes in the first week will receive 2 points for doing so.

For the following four units, students will complete numerous exercises outside of class and will show and explain their work each week. Weekly individual meetings will be scheduled. Points are awarded based on the student's demonstration of work completed.

- Python (4 weeks; 4–8 points)
- HTML5 and CSS (2 weeks; 2–4 points)
- JavaScript (1 week; 1–2 points)
- jQuery (3 weeks; 3–6 points)

### Project (4 weeks; 4–8 points)

Each student will submit a project plan for approval. A project could be, for example, completing the exercises in the Python course (Exercises 35–52); building an interactive website using various JavaScript and jQuery techniques; creating an interactive story or app, such as a game or a map (using technologies covered in this course). Individual meetings will continue each week, and students will show and explain their work.

### Class attendance and participation

Points may be subtracted if you miss multiple scheduled class meetings or individual meetings, are chronically late, leave early, or show inattention (such as using social media during a lecture).

Participation is expected; points may be subtracted if you do not contribute.

**Note:** The point system is explained on the **Required Work** page in the online syllabus.

## Grades and Grading Policies

This course uses an atypical system for grading students' effort via weekly face-to-face meetings with the instructor. Complete details are on the **Required Work** page in the online syllabus. Expectations are spelled out for students' work each week. Students show finished work and explain it and will be awarded points for adequate work.

92–100 percent	A	72–77 percent	C
90–91 percent	A–	70–71 percent	C–
88–89 percent	B+	68–69 percent	D+
82–87 percent	B	62–67 percent	D
80–81 percent	B–	60–61 percent	D–
78–79 percent	C+	59 percent or below	E

### “Incomplete” grades

A grade of “I” will not be assigned in this course unless the student has documented extreme circumstances, such as a grave medical emergency. Assigned work must be completed *and submitted* on time. If it is not, then the grade for the assignment will be zero (0).

### “Extra credit”

Various opportunities for extra credit are available. No work will be considered for so-called extra credit in this course unless explicitly indicated on the **Required Work** page, in the online syllabus. Please read that page for details about the opportunities for extra credit.

### UF Policies about Student Grades

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

## Course Schedule and Required Work

Please note that many important details are on the website (<http://mmc4341.wordpress.com/>) and do not appear herein. The online **Course Schedule** page is especially useful.

### Week 1 | Jan. 6

Introduction to the course; getting started with Python. Class meets on Monday, and one (if necessary, two) additional meetings will be set up on later days this week. The second meeting is *required*. Individual appointments will be set up for *next* week.

### Week 2 | Jan. 13

Python 1 (variables, strings, raw\_input). See the **Course Schedule** page for the benchmark for this week. Class meets on Monday.

Individual meetings as scheduled. You're expected to demonstrate that you worked daily, for about one hour, to complete the first 12 exercises in *Learn Python the Hard Way*. Bring your laptop and show your work. **All of this was explained in class during Week 1.**

### Week 3 | Jan. 20

Python 2 (parameters, import, modules, arguments, reading/writing files, functions). **Monday** is the MLK Jr. Holiday, so class does not meet Monday. HOWEVER, every student will have an individual meetings as scheduled on a later day this week.

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 4 | Jan. 27

Python 3 (functions continued, return statement, split, pop, sort). Class meets (all students) Monday.

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 5 | Feb. 3

Python 4 (Booleans, if-else, lists, for and while loops). All students meet on Monday. Live demo of what you can do with Python. Discussion of the next learning project (HTML5 and advanced CSS).

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 6 | Feb. 10

HTML5 and CSS (1): DIVs, fonts, color, CMSs (review). All students meet on Monday.

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 7 | Feb. 17

HTML5 and CSS (2): responsive design, frameworks. All students meet on Monday.

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 8 | Feb. 24

JavaScript (syntax, variables, loops, functions, arrays). Introduction to the DOM. All students meet on Monday. Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 9 | March 3

Spring Break—no classes.

### Week 10 | March 10

jQuery 1 (change styles, append text, traverse the DOM, functions, *this*). All students meet on Monday.

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 11 | March 17

jQuery 2 (click, hover, listeners, event handlers, fade and slide, animation). All students meet on Monday. Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

### Week 12 | March 24

jQuery 3 (exercises). All students meet on Monday. Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

Submit your **project plan** on Monday.

### Week 13 | March 31

jQuery 4 (Lynda.com tutorials). All students meet on Monday. Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark.

Students' **project plans** will need final approval TODAY.

### Week 14 | April 7

All students meet on Monday. Introduction to HTML5 canvas, for drawing and animation.

Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark (Project part 1).

### Week 15 | April 14

Project work. Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark (Project part 2).

### Week 16 | April 21

Project work. Individual meetings as scheduled.

See the **Course Schedule** page for the benchmark (Project part 3).

### Finals Week (April 28)

There is an opportunity for extra credit if you need it. See the **Required Work** page for details.