

Advanced Online Media Production

MMC 4341 | Spring 2015 | 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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Office: 3049 Weimer Hall

Office hours: Monday 11:45 a.m.–12:35 p.m. | Tuesday 3–4 p.m. | And by appointment

Office phone: (352) 392-8456 (NOTE: Email is better. Much better.)

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

Important information appears on the **Course Schedule** and **Required Work** pages of the online syllabus (course website). All students are responsible for reading those pages completely and also for checking them each week. Quizzes and weekly assignments will be in Canvas (E Learning).

Course Description

Advanced skills in appropriate technologies for producing online journalism. Interfaces/interaction for Web and mobile apps; screen/page design; incorporation of information graphics, video, audio, photos, animation. Emphasis on current professional techniques and standards. Several varieties of code and markup 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 course website). 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 email.

Mobile devices must be turned OFF during class. Do not check alerts, text messages, 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 laptop during class. However, use of social media and other sites not related to classwork is prohibited. Whenever 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. An iPad or other tablet will NOT be adequate.

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 email 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://mmc4341.wordpress.com/>

This information has been updated for 2015.

This is the general outline of the course:

- Python (4 weeks)
- HTML5 and CSS (2 weeks)
- JavaScript (1 week)
- jQuery (3 weeks)
- Project (3–4 weeks)

For each week, there will be (1) assigned tutorials or exercises; (2) an open-book quiz in Canvas; and (3) an assignment to turn in, in Canvas. There will also be a required meeting with your professor to show and discuss your work on the assigned tutorials or exercises. It is expected that each quiz will be worth 10–15 points and each weekly assignment will be worth 15 points. The work shown in your weekly meeting will be marked pass/fail, with pass equal to 10 points and fail equal to 0.

- Quizzes = 25 percent
- Weekly assignments = 25 percent
- Weekly meetings (work shown) = 25 percent
- Project = 15 percent
- Class attendance and participation = 10 percent

Quizzes

Questions will be taken directly from the assigned tutorials or exercises. The reason for the quizzes is to encourage you to think about and understand the exercises, not just blindly follow them without thinking. You have three chances to take a quiz, and only the highest score counts. If you do not complete a quiz by the deadline, the score will be zero. There will not be any quizzes during the project weeks.

Assigned tutorials or exercises

These are all linked on the Required Work page of the course website. You can look at them in advance.

It is *strongly suggested* that you set aside one hour a day, every day, seven days a week, to work on these exercises. This method is essential to your success in learning how to code. You will show your work (and all your files) in a weekly one-on-one meeting with your professor. Your code needs to be commented and all files need to be complete by the time of this meeting.

Weekly assignment

This is an application of what you have learned in the assigned tutorials or exercises for the week. The amount of time and effort needed to complete the weekly assignment will be directly proportional to the time and effort you put into the tutorials/exercises. If you have not typed through every line in the tutorials/exercises and read each explanation and puzzled out all the hard parts and Googled the things you did not understand, then the weekly assignment will most likely be very difficult. If you put in the time, patiently, for one hour a day on the tutorials/exercises, the weekly assignment should not be burdensome.

Project

Each student will submit a project plan for approval. A project could be, for example, building an interactive Web or mobile app using various JavaScript and jQuery techniques, or 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 on the project. The project should be something you can show off in a job interview. It cannot be merely a website.

Class attendance and participation

Points will be subtracted if you miss more than one scheduled class meeting or any individual meeting, are chronically late, leave early, or show inattention (such as using social media during a lecture). Participation is expected; points will be subtracted if you do not contribute regularly.

Grades and Grading Policies

This course uses an atypical system for grading students' efforts. 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; points will be awarded for adequate work. A clear rubric will be provided for each of the weekly assignments, with points being given instead of a letter grade.

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

See page 3 for the breakdown for types of work (e.g., the project is 15 percent of the course grade).

“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).

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.

Jan. 5–9

We have no class this week because classes start on Tuesday, not Monday.

Week 1 | Jan. 12

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 (Jan. 19–23).

Week 2 | Jan. 19

Python 1 (variables, strings, raw_input). See the **Course Schedule** page for the benchmark for this week. Class does not meet on Monday (it is the Martin Luther King holiday). However, you have assignments that ARE DUE THIS WEEK. Failure to complete these assignments will have negative consequences for your grade and your progress in the course.

Individual meetings as scheduled. In the meeting, you are 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. 26

Python 2 (parameters, import, modules, arguments, reading/writing files, functions).

Individual meetings as scheduled.

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

Week 4 | Feb. 2

Python 3 (functions continued, return statement, split, pop, sort).

Individual meetings as scheduled.

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

Week 5 | Feb. 9

Python 4 (Booleans, if-else, lists or arrays, for and while loops). 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. 16

HTML5 and CSS (1): DIVs, fonts, color, CMSs (review).

Individual meetings as scheduled.

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

Week 7 | Feb. 23

HTML5 and CSS (2): responsive design, frameworks.

Individual meetings as scheduled.

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

Week 8 | March 2

Spring Break—no classes.

Week 9 | March 9

JavaScript (syntax, variables, loops, functions, arrays). Introduction to the DOM.

Individual meetings as scheduled.

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

Week 10 | March 16

jQuery 1 (change styles, append text, traverse the DOM, functions, keyword *this*).

Individual meetings as scheduled.

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

Week 11 | March 23 *

jQuery 2 (click, hover, listeners, event handlers, fade and slide, animation).

Individual meetings as scheduled.

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

* Submit your **final project plan** on Monday.

Week 12 | March 30

jQuery 3 (exercises).

Individual meetings as scheduled.

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

Students' final project plans must receive final approval TODAY.

Week 13 | April 6

jQuery 4 (project demos in class).

Individual meetings as scheduled (Project part 1).

Week 14 | April 13

Introduction to HTML5 canvas, for drawing and animation.

Individual meetings as scheduled (Project part 2).

Week 15 | April 20

Project work.

Individual meetings as scheduled (Project part 3).

Week 16 | April 27 (finals week)

Final project work is due (on Monday).

UF Dates (Spring 2015)

Classes begin	Jan. 6	Jan. 19	Martin Luther King Day
Drop/Add	Jan. 6–12	Feb. 28–March 7	Spring Break
Classes end	April 22		
Final exams	April 25–May 1		