

Web Interactivity and Engagement

FALL 2015

3 CREDIT HOURS

CLASS MEETING: MONDAY 6:00 P.M. - 9:00 P.M.

CLASS MEETS LIVE VIA ADOBE CONNECT. YOU WILL ACCESS THE CONNECT CLASSROOM THROUGH SAKAI IN THE COURSE MATERIALS SECTION.

INSTRUCTOR: James F. Ayres,

jfrancisayres@gmail.com,

Phone: 321-279-3275

OFFICE HOURS:

My official office hours are from 6:00 p.m. - 7:00 p.m. on weeknights (Monday - Friday). You are welcome to schedule a meeting time with me as well. You should feel free to e-mail me whenever you have an issue and I will address it as soon as possible.

COURSE WEBSITE:

Canvas - <http://lss.at.ufl.edu>

COURSE COMMUNICATIONS:

You may feel free to contact me via e-mail at any time or by phone during business and early afternoon hours. E-mail is the preferred method of contact, however you should not hesitate to contact me via phone if necessary.

REQUIRED TEXT:

There will be no required text book for this course. I will frequently link to articles and resources that will be mandatory reading prior to the class meeting.

Below are two suggested books that will serve as a resource to follow for the subject matter of this course. The PHP book will likely serve you better when you are trying to work through problems in your programming while the WordPress book will help you obtain a deeper understanding of that specific CMS. The less experience you have with these topics, the more I would suggest you buy these books.

PHP Solutions: Dynamic Web Design Made Easy, by David Powers (2010) ISBN: 1430232498

Professional WordPress (Wrox Programmer to Programmer), by Hal Stern (2010)

ISBN: 0470560541

ADDITIONAL RESOURCES:

Additional resources, outlines, documents, materials, exercises, and other resources will be provided from time to time throughout the term (both in and out of class). All students are urged and expected to regularly be enriching themselves with both programming and design techniques, best practices, and news topics.

COURSE 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.

PREREQUISITE KNOWLEDGE AND SKILLS:

You should be comfortable and competent with HTML and CSS. Image editing capability, ability to use FTP, capable visual design skills, and basic marketing understanding is key to success in this course. Having experience with Javascript, PHP, MySQL, Linux, and/or Wordpress will certainly soften the learning curve, but are not mandatory for success at the outset of the course (you will certainly feel comfortable with these technologies by the end of the course).

PURPOSE OF COURSE:

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).

STUDENT LEARNING OUTCOMES:

By the end of this course, you will:

1. Be familiar with CMSs and how to use them to effectively distribute large amounts of data.
2. Become familiar with the programming language PHP and programming techniques generally.
3. Modify the inner workings of a CMS to optimize user experience and visual appeal.

TEACHING PHILOSOPHY & INSTRUCTIONAL METHODS:

Practice makes perfect. This course is taught through and graded upon completion of time-sensitive assignments. Instruction will be a blend of tutorials, lectures, discussions, and critiques of work. Each class will contain all of these different elements – to provide some variety and to touch briefly on all of the aspects of the web design process. Assignments will be structured from a mock client- freelancer relationship. Specifications will be provided to you by the professor and a successful product will be expected by the deadline.

Course Policies:

Everyone in this course is assumed to bring the highest level of professionalism. Flexibility is available for exigent circumstances. However, absent a valid excuse, attendance is mandatory, projects are to be turned in on or before the due date, and participation during discussions is required.

ATTENDANCE POLICY:

Attendance is required for every class. Several classes may be video recorded, at which point you may view the course any time prior to the final viewable time as stated by me.

ASSIGNMENT POLICY:

All assignments must be completed on or before the due date. Family death, severe illness, or other extreme circumstances may warrant an allowance of additional time for completion. Minor illnesses or inconveniences will not be sufficient as an excuse.

COURSE TECHNOLOGY:

1. This course will require a working, up-to-date computer, but may be either Apple or PC.
2. An updated web server space to access files AND
3. A MySQL database. If you have a hosting service, they likely offer MySQL services for free.

Since the vast majority of the technology used in this course will be open source, I will occasionally link to resources that may be helpful. All students are encouraged to participate in the learning environment by sending me helpful resources to share with the rest of the class.

I will provide technical direction or support for the core aspects of the course work. You will be responsible for troubleshooting errors in your programming work. I reserve the right to refuse technical support if I believe that allowing you to solve the problem on your own will facilitate learning.

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 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. University counseling services and mental health services:

****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, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected. My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such 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.

At all times it is expected that 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.

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

<http://www.counseling.ufl.edu/cwc/Default.aspx>

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

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>

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.

Grading Policies:

Your final grade will be determined based upon the following criteria:

90% - Performance (composite score) on Assignments and Exercises.

10% - Class Participation (including preparation, thoughtfulness, meaningful engagement, and performance).

Each project will inevitably have a creative component. It is always difficult to grade based upon aesthetic and design decisions. 75% of every assignment's grade will be based entirely upon completion of the project specifications (which will be provided to the student). The remaining 25% of the assignment grade, such as design choices and other added elements as described in the individual project, will be graded based upon how successful the design is.