**DIGM-243 Web Authoring II**

Summer Quarter 2010-11

Credits: 3

**Course Description**

Students learn the basic principles of PHP; set up a content management system and develop a custom template structure. The class will also focus on cutting-edge HTML5/CSS3 techniques, including: how to plan, organize, and maintain effective stylesheets, build liquid, elastic, and hybrid layouts.

**Prerequisites**

* WBDV-240
* Self hosted web domain

**Instructor**

Prof. Troy W. Finamore

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Phone: x2012

E-mail: twf23@drexel.edu

http://www.pages.drexel.edu/~twf23

**Required Reading:**

* Supplied pdfs
* Drexel's Haggerty Library eResources as assigned
* Online resources as assigned

**Learning Objectives**

By the end of the course, the successful student will be able to design and implement a successful online content management system utilizing a custom design theme using HTML5, CSS3, PHP and MySQL.

**Course Format**

Each class session should run as follows:

    1. Homework Review

    2. Software Tutorial

    3. Homework Overview

4. Lab Workshop

**Grading Policy**

Grading is based upon attendance, class participation, homework assignments and progression in the medium.

Attendance is mandatory. Students are expected to attend all classes and strictly adhere to the project due dates. Lack of participation in class discussions will count against your grade.

Students are allowed one unexcused absence. If a student has more than one unexcused absence, his or her grade for the course will be reduced one letter grade. If a student has three absences, he or she will not get credit for the course.

Note that an excused absence is defined as one that is the result of a condition or circumstance beyond the student’s control, such as illness, a family crisis or emergency, or some other serious and important personal circumstance. An absence will be excused only if there is documentation verifying the circumstances that caused the absence.

The dates your assignments are due are indicated clearly in this course outline.

Assignments are due on those dates unless you have submitted a written request for an extension at least ONE class before the assignment is due. Late assignments are graded down 15 points for each class late.

**Grade Percents**

* A+ 97 to 100%
* A 93 to 96%
* A- 90 to 92%
* B+ 87 to 89%
* B 83 to 86%
* B- 80 to 83%
* C+ 77 to 79%
* C 73 to 76%
* C- 70 to 72%
* D+ 67 to 69%
* D 63 to 66%
* F 62% or below

**Student Responsibility**

    • Attend all classes

    • Care about your work

    • Make progress in the medium

    • Help, cooperate and collaborate with your classmates

    • Take risks

    • Make mistakes

**Academic Honesty Policy**

Drexel University is committed to a learning environment that embraces academic honesty. Faculty, students, and administrators share responsibility for maintaining this environment of academic honesty and integrity, accepting individual responsibility for all actions, personal and academic. Each member of our community is expected to read, understand, and uphold the values identified and described in our “Academic Polices, Procedures and Regulations” as written in the official student handbook. Instances of academic dishonesty, such as cheating and plagiarism, will be dealt with appropriately.

**Course Projects**

**Assignment 1:**

Intro to WP CMS

Submit the url to your custom installation of WordPress.

If you switch hosts you will need to resubmit the new url via bbVista Mail.

• Minimum 3 Posts, and 3 Pages.

**Assignment 2:**

Wireframes & IA

- wireframe jpg

- ia .doc

**Assignment 3:**

Themes & Visual Design -

= install h5 theme

- rough color comps jpg

**Assignment 4:**

php/mysql/html5

**Midterm Project:**

HTML5/CSS3 Portfolio Website Redesign Comps

Due Midnight before Week 6

Description: Redesign your portfolio website with the idea of conversion for use with database driven Content Management System. These should look exactly as you want them to look when the theme is complete.

Submit: 72dpi, RGB jpg files

Name: DIGM243-###\_FinalComp-PageName\_xxx.jpg

Replace:

• ### with your section number

• PageName with the type of page show (ie: Home, Blog Entry, Contact, etc..)

• xxx with your drexel id

Example: DIGM243-001\_FinalComp-Home\_abc123.jpg

**Assignment 5:**

editing themes

- enter all content into wp

- start styling theme

**Assignment 6:**

WP Functions

- continue work towards final theme - submitable?

**Assignment 7:**

- plugins, widgets menus, etc...

- type in the names & links of plugins/widgets you will use for final site

**Assignment 8:**

- implement security

- define measures taken

**Assignment 9:**

analytics / seo

- implement analytics on your site

- define steps take

- screenshot of analytics

**Assignment 10:**

**open lab**

**Final Project:**

Custom Theme

Due Midnight before Week 11

Description: Submit a .zip archive of all your final Theme Files. If your theme is a child Theme you will also have to submit the Parent theme. All code should validate with zero errors.

**Weekly Topical Outline**

Week 1

• Review Class Requirements

• Content Management Systems and Dynamic Websites

• Installing and configuring WordPress

Week 2

• Planning A Theme Design

Week 3

• Intro to PHP

Week 4

• Intro to HTML5 & CSS3

Week 5

• Coding for WordPress, Pt. 2

Week 6

• Midterm Critique

• Coding for WordPress, Pt. 2

Week 7

• Plugins, Widgets, & Dynamic Menu Systems

Week 8

• Securing WordPress

Week 9

• Search Engine Optimization

Week 10

• Pre-Crit Reviews and Debugging

Week 11

• Final Critique

**Americans with Disabilities Act**

In compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and applicable federal and state laws, Drexel University ensures people with disabilities will have an equal opportunity to participate in its programs and activities. Members and guests of the Drexel community who have a disability need to register with the Office of Disability Services (ODS), if requesting auxiliary aids, accommodations, and services to participate in Drexel University’s programs. All requests for reasonable and appropriate auxiliary aids, academic adjustments, and services will be considered on a case-by-case basis and in a timely fashion.

**Office of Disability Services**

3201 Arch Street, Suite 210

Philadelphia, PA 19104

Phone: 215.895.1401

TTY: 215.895.2299 (Reserved for those who are deaf or hard of hearing)

Fax: 215.895.1402

E-mail: disability@drexel.edu

**Acknowledging Conditions and Obligations in Syllabus**

The student acknowledges receipt of this syllabus and the information herein contained by continuing to attend classes and turn in assignments.

This syllabus is intended as a guideline. The instructor reserves the right to change from it in interest of responding to individual class need.