School of Communication
University of Miami

Instructors

CIM111-36 - Zevensuy Rodriguez
Wolfson 3032 TuTh 2:30PM - 3:45PM
zevenrodriguez@miami.edu

CIM111-Q - William Jattin
Communication Intl 2054 TuTh 12:30PM - 1:45PM
wjattin@miami.edu

CIM111-S - Lindsay Grace
Wolfson 3034 TuTh 3:30PM - 4:45PM
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CIM111-T - Eliot Rodriguez
Communication Intl 2054 TuTh 5:00PM - 6:15PM
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Spring Semester 2019

General Class Site: https://github.com/UMInteractive/Weblab
Note: Every instructor has their own class site. Please visit the general class site for notes, examples, and more information.

SYLLABUS

COURSE DESCRIPTION AND PURPOSE:

This course is a practical introduction to web design and marketing. Students will learn how to produce and market dynamic websites using modern content management systems.

COURSE OBJECTIVES:

- Provide an overview of the technologies that allow the Internet to function
- Introduction to HTML/CSS and jQuery
- Understand how to build, deploy and publish on content management systems.
- Learn about online media formats.
- Understand the basics of image editing and compression for the web.

- Learn how to publish online videos.
- Develop an understanding of data privacy.
- Audience development skills such as SEO, community engagement

COURSE PREREQUISITES:
None.

RECOMMENDED READING LIST:
Please refer to class site.

MATERIALS FEES:
Web Domain - *Optional*

Texts and Resources Required:

HTML and CSS: Design and Build Websites, by Jon Duckett, ISBN-13: 860-1200464207

Laptops: Not required but it's highly recommended that you bring yours to class. We will use software that's both OS X and Windows compliant.

Software:
- Atom: http://atom.io/ - free
- Git/Github: http://www.github.com – free

ASSIGNMENTS/COURSEWORK:

Assignments and due date will be assigned in class and posted on class website. Please visit your instructors class site for more information.

Percentages

- **Assignments – 40%**
    - Github Setup
    - HTML/Resume
    - HTML/CSS
    - jQuery Assignment 1
    - jQuery Assignment 2
- **Responsive Site – 20%**
- **Final Site – 30%**
    - **Final Website**
    - **SEO & Marketing Plan**
    - **Creative Brief**
    - **Wireframes**

- **Quiz – 5%**
- **Participation – 5%**

GRADING/EVALUATION:

Each assignment is worth up to a given amount of points.

Grade	Points Required
A	95
A-	90
B+	87
B	84
B-	80
C+	77
C	74
C-	70
D	60
F	0

ATTENDANCE POLICY:

Students are expected to attend each class and be on time. All students are responsible for material covered in the classroom regardless of his/her presence. Three or more unexcused absences will result in the deduction of one complete letter grade. Doctor's appointments, job-related activities, interviews, study sessions or other meetings during class are *not* an excused absence.

RELIGIOUS HOLY DAY POLICY:

It is the student's obligation to provide faculty members with notice of the dates they will be absent for religious holy days, preferably before the beginning of classes but no later than the end of the first three (3) class days. Absences due to observance of religious holy days not pre-arranged within the first three class days may be considered unexcused and there is no obligation to allow any make up work, including

examinations. Missing a class due to travel plans associated with a particular religious holy day does not constitute an excused absence. The University's complete Religious Holy Day Policy can be found in the current Bulletin.

HONOR CODE AND PLAGIARISM STATEMENTS:

Students enrolled in this course are expected to abide by the University of Miami Honor Code. The purpose of the Honor Code is to protect the academic integrity of the University by encouraging consistent ethical behavior in assigned coursework. Academic dishonesty of any kind, for whatever reason, will not be tolerated.

No honest student wants to be guilty of the intellectual crime of plagiarism, even unintentionally. Therefore, we provide you with these guidelines so that you don't accidentally fall into the plagiarism trap.

Plagiarism is the taking of someone else's words, work, or ideas, and passing them off as a product of your own efforts. Plagiarism may occur when a person fails to place quotation marks around someone else's exact words, directly rephrasing or paraphrasing someone else's words while still following the general form of the original, and/or failing to issue the proper citation to one's source material.
In student papers, plagiarism is often due to...

1. turning in someone else's paper as one's own
2. using another person's data or ideas without acknowledgment
3. failing to cite a written source (printed or Internet) of information that you used to collect data or ideas
4. copying an author's exact words and putting them in the paper without quotation marks
5. rephrasing an author's words and failing to cite the source
6. copying, rephrasing, or quoting an author's exact words and citing a source other than where the material was obtained. (For example, using a secondary source which cites the original material, but citing only the primary material. This misrepresents the nature of the scholarship involved in creating the paper. If you have not read an original publication, do not cite it in your references as if you have!)
7. using wording that is very similar to that of the original source, but passing it off as one's own.

The last item is probably the most common problem in student writing. It is still plagiarism if the student uses an author's key phrases or sentences in a way that implies they are his/her own, even if s/he cites the source.

In creative assignments, plagiarism is often due to...

- Copying, sampling, or modifying someone else's media or code without attribution or doing so when original work is expected or required for the assignment.
- Using stock imagery or media from a Creative Commons source without proper attribution.
- Removing source code licensing and attribution information and passing it off as your own.
- Using media without knowledge or documentation of copyrights, licensing, and other use restrictions.

COURSE TOPICS OUTLINE:

This is a general outline and is subject to changed based on learning pace. Extra time will be spent on areas of general interest and need. Check your instructors class website for assignments, notes, and updated schedule.

Week 1 - Introduction to Web (Jan 14th-17th)

Week 2 -Setting up your environment (Jan 21th-24th)

Martin Luther King Day January 21st - No Monday Class

Week 3 - Introduction to HTML (Jan 28th-31st)

Week 4 - HTML Cont. and CSS (Feb 4th-7th)

Week 5 - CSS (Feb 11th-14th)

Week 6 - Media Formats and Responsiveness (Feb 18th- 21st)

Week 7 - Layouts and Grid (Feb 25th-28th)

Week 8 - Responsive Website Workday (Mar 4th-7th)
Week 9 - Spring Break (Mar 9th-17th)

Week 10 - Intro to Javascript/jQuery (Mar 18th-21st)

Week 11 – jQuery (Mar 25th-28th)

Week 12 – jQuery plugin (Apr 1st-4th)

Week 13 – Introduction to web platforms (Apr 8th-11th)

Week 14 – Project Proposal & Marketing Workshop (Apr 15th-18th)

Week 15 – Final Project Lab (Apr 22nd–25th)

STUDENT ACKNOWLEDGEMENT:

I HAVE RECEIVED AND READ THE SYLLABUS FOR CIM 111, SECTION _____.
I HAVE COMPLETED THE PREREQUISITE COURSES LISTED IN THE SYLLABUS
OR HAVE HAD THE PROFESSOR SIGN BELOW TO CERTIFY A WAIVER OF THE
PREREQUISITES.
SIGNED: _____
PRINT NAME: _____
DATE: _____
PROFESSOR PREREQUISITE WAIVER (IF NEEDED)_____