School of Communication
University of Miami

CIM111- Weblab Spring Semester 2020 Instructors

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Section 32 - MW 10:10-11:25AM Wolfson 4027

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Section R - TuTh 2:00-3:15PM Wolfson 3034

SYLLABUS

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.

COURSE DESCRIPTION AND PURPOSE:

This course is a practical introduction to web design. Students will learn how to produce websites using the latest web practices and techniques. Throughout each unit of the course, students will build the skills to plan, layout, and build websites using HTML, CSS, and Javascript. Students will also learn how to optimize and market their websites.

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 a website.
- 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
- Codepen: http://www.codepen.com – free/$12 Month *(Section 32 only)*

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	Grade	Points Required
A	93	C	74
A-	90	C-	70
B+	87	D+	67
B	83	D	63
B-	80	D-	60
C+	77	F	0

Grade	Quality	Creativity
A	Users can experience a cohesive and smooth experience. Throughout the experience, information is clear and concise.	Project has gone through multiple iterations and provides something novel, original, and/or engaging to the users. Visually the project shows a high level of refinement
B	Project's information is clear, but experience can be buggy or lacks some cohesion. Student has shown growth throughout the process	The project has some growth through iterations. Visually, the project needs more focus on design and details
C	Project's information needs work and experience has many issues	Project did not go through enough iteration and its presentation and usability is too basic
D or Below	Project has problems including poor information and poor user experience	The project did not go through various iterations. Little work was done to make it visually appealing.

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 13th-16th)

Week 2 - Setting up your environment (Jan 20th-23rd)

Week 3 - Introduction to HTML (Jan 27th-30th)

Week 4 - CSS (Feb 3rd-6th)

Week 5 - Layouts and Grid (Feb 10th-13th)

Week 6 - Media Formats and Responsiveness (Feb 17th-20th)

Week 7 - Responsive Website Lab (Feb 24th-27th)

Week 8 - Intro to Javascript/jQuery (Mar 3rd-5th)

Week 9 - Javascript Continued (Mar 16th-19th)

Week 10 - jQuery plugin (Mar 23rd-26th)

Week 11 - Project Proposal (Mar 30th- Apr 2nd)

Week 12 - Web Platforms & Final Project Lab (Apr 6th – 9th)

Week 13 - Marketing Workshop (Apr 13th – 16th)

Week 14 - Final Project Lab (Apr 20th – 23rd)

IMPORTANT DATES:

Jan 13 - CLASSES BEGIN

Jan 20 - HOLIDAY (MARTIN LUTHER KING, JR. DAY)

March 7-15 - SPRING RECESS

March 25 - Last Day to Drop a Course

April 24 - CLASSES END (11:00 PM)

April 25 - April 28 - Reading Days

April 29- May 6 - FINAL EXAMS

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)_____