JOUR352-0401: Interactive Design and Development-Fall 2021

**Fall 2021**

*Monday from 9:00 -11:45 a.m. (Zoom, address below)*

**Instructor:** Emma Patti Harris

**Email:**epharris@umd.edu

**Cell:** 828-231-3014

**Office hours:**I will hold virtual office hours on Zoom every Monday after the lecture ends until 11:45 a.m. Stay after or drop in:  <https://us02web.zoom.us/j/81618474701?pwd=ODZER2RhNVVTTmxKb1BjV0RFMzl3dz09> (Passcode: Design).

I am happy to meet outside of office hours as well. I am available at various other times during the week by appointment. *Email me at*[*epharris@umd.edu*](mailto:epharris@umd.edu)*to schedule an appointment.*

**Prerequisites for JOUR 352:**JOUR 203

**Class GitHub:** <https://github.com/ekpharris-umd/jour352-fall-2021>

**Useful class**[**links**](https://docs.google.com/document/d/1a1Nk5O7J8OrW1PIv9idVJzxXK11xsPVYBpg27fZImqc/edit?usp=sharing)

**How our class will work:**

Class will meet in person on Zoom every Monday at 9:00 a.m. These synchronous sessions each week will generally last about 45 mins, give or take. **Each week, students will also have an online workshop to work through on their own.**A link to the workshop for each class will be posted on the Modules page. It will include instructions, videos, assignments and homework for that class.

I will hold virtual office hours on Zoom after the class (see details above) and am also available by appointment to help.

**Course Overview:**

This class is focused on web design and development in the service of journalistic storytelling. Students will learn basic web programming skills and graphic design fundamentals. Each student will work to create an online resume and a piece of visual online journalism of their own creation.

The class will include lectures, self-directed learning modules and in-class laboratory sessions. You'll learn to design and build websites, do basic data analysis and visualize data in the service of journalism. This is a very hands-on class; you should expect to be coding or using digital tools during and between classes.

**Learning outcomes:**

Students will learn to:

* Conceptualize, design and build responsive web pages using HTML, CSS and common web frameworks.
* Utilize fundamental graphic design, web design and visual communications concepts.
* Understand the fundamentals of news infographics and how to create infographics, including charts and maps, using open-source digital tools.
* Visualize data in a straightforward, accurate and visually compelling manner.
* Create compelling interactive news presentations that combine text, graphics, images, video and multimedia elements to tell stories.
* Add dynamic elements and interactivity to web pages.
* Utilize Adobe XD and Photoshop to create web graphics, edit photos and wireframe digital projects.
* Exercise SEO best practices and how to write code, headlines and captions that will be properly indexed by search engines.
* Apply ethical journalistic guidelines to digital practices.

**Your Professor**

Emma is a multi-faceted journalist specializing in multimedia, UX/UI design, and social engagement. Currently, she is the Deputy Managing Editor for Visual and Immersive Experiences at Education Week.

She is a proud graduate of the University of North Carolina at Chapel Hill and is originally from the Tar Heel state. Prior to joining Education Week, Patti Harris worked at The Baltimore Sun for five years, leading the audience, social media, interactive design and visuals teams and helping the organization become a finalist for the Pulitzer Prize after the death of Freddie Gray and the riots in Baltimore. Her professional background includes positions in web development and multimedia at Baltimore Magazine, Bethesda Magazine, Arlington Magazine and Washingtonian.

In addition, she was chosen to attend the Poynter Leadership Academy for Women in Digital Media in St. Petersburg, Fla. in 2017. She lives with her husband, toddler and two dogs in Baltimore, Md.

**Required Materials**

You will need to register for free accounts on the following sites (these are not on Terpware)

* [Code Academy](http://codeacademy.com/), a coding tutorial site
* [GitHub](http://github.com/), for version control and web hosting
* [LinkedIn Learning](https://www.sublimetext.com/), for online learning videos

This is the software you will need for this class. All the software is free to use or available for free through Terpware. All software is installed on Merrill computers.

* [Sublime Text](https://www.sublimetext.com/) a syntax highlighting text editor
* [Google Chrome](https://www.google.com/chrome/index.html) or [Firefox](https://www.mozilla.org/en-US/firefox/new/) web browsers. Please don't Safari or IE.
* [GitHub for Desktop](https://desktop.github.com/), for version control and uploading to the web.

**Recommended Text**

I highly recommend the book [HTML and CSS: Design and Build Websites by Jon Duckett](https://www.amazon.com/HTML-CSS-Design-Build-Websites/dp/1118008189). It is an inexpensive and excellent book and a great companion to the skills you will learn in class. I particularly recommend this book if you feel like you need more instruction (or a reference) in HTML and CSS after you have completed the Code Academy tutorials. This text is not required.

I also recommend the [*A Book Apart*](https://abookapart.com/products/#books) series by various authors. These books feature a deeper dive into the concepts we'll cover in class. Of particular interest are Books 1, 2 and 4, as they explore HTML, CSS and Responsive design in depth. Again, these texts are not required.

For those looking for an online resource to reinforce some of the fundamental coding concepts from class, I highly recommend the series of videos[Don't Fear the Internet](http://www.dontfeartheinternet.com/).

**Attendance**

It is crucial that you attend our synchronous Zoom sessions. You are also expected to set aside time each week to review the material and complete the assignments for our weekly online modules.

If you must miss class due to medical conditions, emergencies or a religious holiday, notify your instructor before class. A miss on the day of the test or when an assignment is due will require a note from a health care professional in order to avoid failing the assignment. Unexcused absences will lower your participation grade and in-class assignments cannot be made up due to a missed class.

**Course Specific policies**

**Zoom video etiquette:**

* Video will preferably be "on" but not mandatory. Please be professional and respectful during all Zoom classes.
* Audio should be muted. Please raise your hand (virtually or otherwise) to ask a question.
* Pay attention during Zoom classes. Don’t use your phone or internet browser during class. Give your professor and fellow students the attention and respect that they deserve.

**Deadlines:** A half-letter grade (5 points) will be deducted for each day an assignment is late, except the final project, which will receive an F (55 percent) if turned in after deadline. Work not turned in at all receives a 0.

**Academic integrity**

Along with certain rights, students have the responsibility to behave honorably in an academic environment. Academic dishonesty, including cheating, fabrication, facilitating academic dishonesty and plagiarism, will not be tolerated. Adhering to a high ethical standard is of special importance in journalism, where reliability and credibility are the cornerstones of the field. Therefore, the college has adopted a “zero tolerance” policy on academic dishonesty. Any abridgment of academic integrity standards in a College of Journalism course will be referred to the university’s [Office of Student Conduct](https://www.studentconduct.umd.edu/)and the college’s associate deans. To ensure this is understood, all students are asked to sign an academic integrity pledge at the beginning of the semester that will cover all assignments in this course. Students found to have violated the university’s honor code may face sanctions, including a grade of XF for the course, suspension or expulsion from the university.

**Religious holidays**

There will be no tests or major assignments scheduled on religious holidays identified by the university. If you expect to miss a class during the semester due to a religious holiday, please notify the instructor in writing before the start of the second class.

**Inclement weather**

  If the university closes due to foul weather (snow, ice, hurricanes, tornadoes, earthquakes) or other emergencies and class must be canceled, students will be advised of assignment adjustments by the instructor. We will likely use our class Elms site to make these notifications and/or conduct a virtual class. Please check the [university’s home page](http://umd.edu/) if in doubt about whether or not classes have been canceled on campus.

**Students with disabilities**

 Students with a specific disability (permanent or temporary, physical or learning) needing  accommodation during the semester should make an appointment to meet with the instructor as soon as possible after the first class. Students will be asked to provide the instructor with the accommodation letter developed for the student by the [Accessibility and Disability Service](https://www.counseling.umd.edu/ads/) on campus. To schedule an appointment with the ADS, call 301-314-7682 or stop by the Disability Support Service front desk in the Shoemaker Building, Room 0106. The office is open Monday through Friday,  8:30 a.m. to 4:30 p.m. Find more on the process here: <https://www.counseling.umd.edu/ads/start/eligibility/> .

**Additional support**

The [UMD Counseling Center](https://www.counseling.umd.edu/aboutus/) provides personal, social and academic support services for UMD students. This includes individual, group and couples counseling, for anxiety, depression, stress, relationship problems, eating concerns, traumatic events and more.

For more on university course-related policies,  please refer to The University’s Office of Undergraduate Studies: [http://www.ugst.umd.edu/courserelatedpolicies.html .](http://www.ugst.umd.edu/courserelatedpolicies.html)

**Names/Pronouns and Self Identifications**

The University of Maryland recognizes the importance of a diverse student body, and we are committed to fostering equitable classroom environments. I invite you, if you wish, to tell us how you want to be referred to both in terms of your name and your pronouns (he/him, she/her, they/them, etc.). The pronouns someone indicates are not necessarily indicative of their gender identity. Visit trans.umd.edu to learn more.

Additionally, how you identify in terms of your gender, race, class, sexuality, religion, and dis/ability, among all aspects of your identity, is your choice whether to disclose (e.g., should it come up in classroom conversation about our experiences and perspectives) and should be self-identified, not presumed or imposed. I will do my best to address and refer to all students accordingly, and I ask you to do the same for all of your fellow Terps.

**For more on university course-related policies,**  **please refer to The University’s Office of Undergraduate Studies:**[**http://www.ugst.umd.edu/courserelatedpolicies.html.**](http://www.ugst.umd.edu/courserelatedpolicies.html)

**Grade breakdown details:**

**Class participation (verbal) (20 points):** Student must do the assigned readings and participate meaningfully in class discussion and critiques.

**In-Class Exercises / Homework (110 points)**

There will be multiple graded exercises that we complete during class and as homework that total 22% of your final course grade. Some assignments will be graded, others will be pass/fail. If you miss a class, you will not be able to make up any in-class exercises completed on that day. Completion of CodeAcademy tutorials is included in this grade.

**Online Portfolio (110 points)**Students will create a visually compelling, multi-page online resume using HTML, CSS and graphic design fundamentals learned in class. This assignment will build on a series of in-class exercises to build a basic HTML resume. Students will be required to submit a series of deliverables in this project, including a design wireframe and mockup. 

**Midterm Review / Exam (65 points)**

The midterm exam will consist of a Q&A section and coding section. The midterm review will consist of a coding exercise.

**Data Visualization Project (30 points)**

Students will create a series of infographics and data visualizations following a series of in-class workshops.

**Final Project & Mockup (165 points)**

Students will re-envision a previously published or utilize a written assignment from another class to layout a news presentation using text, images, video, infographics and data visualizations. Students will be required to submit a series of deliverables in this project, including a design wireframe and mockup.

**Letter grades**

* 98-100 = A+
* 93-97 = A
* 90-92 = A-
* 88-89 = B+
* 83-87 = B
* 80-82 = B-
* 78-79 = C+
* 73-77 = C
* 70-72 = C-
* 68-69 = D+
* 63-67 = D
* 60-62 = D-
* 0-59 (see above) = F

**Schedule of classes**

**Week 1**

Introduction to class and projects. Intro to Code Academy and GitHub.

**Week 2**

Labor Day – No Class

**Week 3**

Hands-On HTML Deep Dive

**Week 4**

Hands-On CSS Deep Dive

**Week 5**

Graphics: Color, Design & Theory

**Week 6**

Bootstrap Deep Dive; UX/UI; Debugging Assignment

**Week 7**

SEO, Wireframing, and Layouts continued

**Week 8**

Deep dive on data visualization, maps and other interactive elements.

**Week 9**

Midterm review study guide and exercise.

**Week 10**

Midterm exam

**Week 11**

Interactive tools and new web technologies. Debugging assignment.

**Week 12**

Social Media discussion and content creation.

**Week 13**

Skills review, advanced visual storytelling and marketing tools.

**Week 14**

Final assignment workshop.

**Week 15**

Final assignment peer critique.

**Week 16**

Final assignment due.

\*\* The above schedule is subject to change