

School of Communication University of Miami

CIM 111-32, CIM 111-R

Web Lab

M-W 10:10-11:25 AM, Tu-Th 2:00 – 3:15 PM

Fall Semester 2017

Class Site: <https://github.com/zevenrodriguez/CIM111>

Prof. Zevensuy Rodriguez

Office Location: Wolfson Building 2022

Office Hours: <https://calendly.com/zevenrodriguez>

Phone: 305-284-4745

Email: zevenrodriguez@miami.edu

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:

HTML and CSS: Design and Build Websites, by Jon Duckett, ISBN-13: 960-1200464207

WordPress: Visual QuickStart Guide (3rd Edition), Matt Beck, 2013, ISBN: 032195761X

MATERIALS FEES:

Students are required to have a domain name and hosting account that supports PHP/MySQL. I recommend using Dreamhost with the educational discount.

<https://www.dreamhost.com/promo/edu/>

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:

- Brackets: <http://brackets.io/> - free
- Cyberduck: <https://cyberduck.io/> - free

ASSIGNMENTS/COURSEWORK:

Assignments and due date will be assigned in class and posted on class website. This is an outline and scope of assignments can change.

First Website (100 Points)

Create a simple 3 page Wordpress site.

- Install Wordpress
- Install a theme
- Add Menu
- 3 Pages Include:
 - Intro page
 - Include an image of yourself
 - Bio
 - Resume page
 - Interest page
- Creative Brief, Resource List

HTML Setup (25 points)

Setup a web hosting account and place a hw html file onto your webserver. The website should be accessible at the root of the domain (e.g.: www.myname.com, awesome.mydomain.com, etc).

HTML5 Quiz (100 points)

HTML/Resume Assignment (100 Points)

For this assignment, you will be asked to create a personal resumé. If you already have one, please start a new page from scratch.

HTML/CSS Assignment (100 Points)

Style your Resume using CSS styling element.

Responsive Site (200 Points)

For this assignment, you will be asked to create a personal site. You must create a 3-page minimum responsive website about a special topic. Choose a hobby, cause, or any topic you might be interested in. Use media queries to create a dynamic multi-column layout.

jQuery Assignment 1 (100 points)

Create a one how-to html page. Create a recipe page or how to make something, i.e. craft. Your page should have a minimum of 5 steps. Take images or video. Use organizational tags and css to organize and style your page. Include ingredients, directions, and Tips.

Use jQuery to show and hide steps or images. You can use tabs example to cycle through different steps. You can also use jQuery functions to change or augment your html.

jQuery Assignment 2 (100 points)

Choose and implement a jQuery plugin. Create a one page site about a place you would like to visit. You must apply the plugin on a minimum of 5 Elements or areas on your site.

Advanced Wordpress (25 points)

Install and use a plugin on your current Wordpress website. Use html and css to add styles to a wordpress page.

Online Marketing and SEO plan (50 points)

Come up with a marketing plan for your website. Explain your business rationale and how you are going to reach your target audience? Based on your objectives, come up with a marketing recommendation for your site. What sites do you plan to market on? What keywords are you going to buy? What is the duration of your campaign and total cost?

Final Project (300 points)

The final project will be either a website for a portfolio, a story, or on a subject you care deeply about. This assignment will be broken up into smaller segments:

- Developing a creative brief
- Deploying a website
- Plugins
- Posting and formatting content

Your grade will be based on the following parameters:

- Creativity
- Design and layout (project is professional in appearance)
- Content quality
- Clear message (what are you saying)
- Good use of plugins
- Overall project presentation (class presentation)

GRADING/EVALUATION:

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

<i>Grade</i>	<i>Points Required</i>
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 2017-2018 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 class website for assignments and updated schedule.

Week 1 - Introduction to Web

- Introduction to the Web
- Setting up your Web Hosting
- Domain Names
 - <https://www.dreamhost.com/promo/edu/>

Week 2 - Introduction to Wordpress

- Setup FTP
- Basic Web Design
- Getting Starting with Wordpress

Week 3 - Finishing up Wordpress

- Installing Themes

Week 4 - HTML

- Intro to Brackets
- Setting up your work environment
- Intro to HTML

Week 5 – HTML cont.

Week 6 – CSS

- CSS
- Pseudo classes

Week 7 - Media Formats

- Media formats

Week 8 - Wrap Up, Fall Recess

Week 9 – jQuery

- Intro jQuery

Week 10 - jQuery Plugins

Week 11 – Finishing up jQuery

Week 12 – Advanced Wordpress

- Embedding video
- Understanding Plugins
- Using HTML/CSS in Wordpress

Week 13 – Brainstorming and Design of Final Website

Week 14 – Thanksgiving

Week 15 – Marketing Workshop

- Twitter
- Facebook
- Google Adwords
- Google analytics

Week 16 - Final Project Lab

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) _____