INTERACTIVE DEVELOPMENT

University of Arkansas – Fort Smith
College of Communication, Languages, Arts, and Social Sciences
Course: GRDS 3243 Interactive Dev (Fall 2021)
Classroom: N/A (Online)
Time: Friday: Video Conference (Time TBD)
Instructors: Maxx Crawford and Bryan Alexis

Bryan Alexis
Office: Windgate 239
E-mail: bryan.alexis@uafs.edu
Office phone: 479-788-7240
Office Hours: MW 10-noon & Friday 8am-noon
Special Note: Please make an appointment for office visits.

Maxx Crawford
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Office phone: Please Request
Online Office Hours: TBD
Special Note: Please make an appointment for video conferences.

Course Objectives:

This course covers principles of website development, including writing and understanding code and how websites are hosted. This is a hands-on course where you will be expected to write and deploy code using industry-standard tools and processes.

Writing code requires a text editor or integrated development environment (IDE). There are many options and we will cover different applications throughout the course. We will also use Adobe Photoshop, Adobe Experience Design (XD) to extract colors and design specifications to turn into working HTML and CSS code.

During this course, the student will learn to choose development technologies that make sense, based on who the audience is, how best to communicate with them, and what the audience needs to walk away with.

Another important element that will be taught is project and content management systems (WordPress). The student will be exposed to the challenges of content and its role in the development of the website.

Topics:

The following subjects will be covered throughout the semester.

- Development Languages
    - HyperText Markup Language (HTML)
    - Cascading Style Sheets (CSS)
    - JavaScript (JS)
    - Hypertext Preprocessor (PHP / WordPress)
- Distributed version control systems (git)
- Website hosting fundamentals
- WordPress Development and Theming

Required Materials:

In lieu of textbooks or software, this course requires you to acquire/provide at least two months of WordPress (~$30/month) hosting and access to a registered website domain ($12).

Textbooks

There are no required textbooks for this course.

Optionally, this course recommends the Front-end Fundamentals collection from A Book Apart. (https://abookapart.com/collections/front-end-fundamentals)

Software

- Adobe Creative Suite
    - Photoshop CC 2021
    - XD CC 2021
- Modern web browser (Chrome, Firefox, Safari)
- Text Editor (VS Code, GitHub Web Editor, Atom, Adobe Dreamweaver)
- GitHub.com account
- Internet access for video conference calls (Zoom)

Equipment

There is no required equipment for this course.

Critiques:

Formal critiques offer a great opportunity to evaluate your improvement, as well as that of your classmates. It also creates a participatory environment in which you as the designer learn to talk about your work as well as that of others in an educated and informed manner. Participation in critiques is mandatory, in that it will account for a

percentage of your final grade at the end of the semester. As this is an online class, critique comments will be captured online.

During the critique you will be required to make clear/ readable notation with corresponding marks on your printout. For example, if it is pointed out that *your type runs too close to the edge of the format* you will note as such under the appropriate topic and circle the problem area. The will be turned in with the final file, then returned to you with your grade affixed. You will be required to keep these pages in a folder. (It will come in very handy when you reach Capstone.) **YOU WILL BE ABSOLUTELY REQUIRED TO PARTICIPATE IN EACH CRITIQUE**

Grading Procedures:

Your final grade will be based on your performance on assignments, and critique participation. Attendance will also affect your grade. The grading scale is as follows:

90 - 100%   A
80 - 89%   B
70 - 79%   C
60 - 69%   D
59% - below   F

Attendance Policy:

Attendance is mandatory. In order to learn the fundamental skills of this class it is necessary to attend class.

Office Hours:

If for any reason you need to speak with us concerning anything relating to the course, or if you have any special situation that we need to be aware of regarding your performance in this class, you may schedule a meeting with Maxx or Bryan during their designated office hours. Meetings should be scheduled in advance. If there is a time conflict, then another meeting time can possibly be arranged.

Course Policies:

If you have any problem concerning the policies of this course or what is expected of you, then let us know immediately and we'll see if anything can be worked out. Otherwise, we will assume everything is fine. Also, if any problem arises during the course of the semester that will affect your class performance, please bring it to our attention as soon as possible.

As per campus policies of UA Fort Smith, cell phone use is prohibited during class. Cell phone use during class will result in a dismissal for the day, and an absence recorded. Missed material may not be made up.

UA Fort Smith is a tobacco-free campus.

Computer Use: Visiting social sites, such as Facebook, Twitter, Instagram, etc. are prohibited during class hours, unless approved by the instructor. Also, emailing, texting and online chatting are also prohibited. DON'T MAKE THIS AN ISSUE. Students found engaging in such activities will lose their computer privileges for the day.

Learning Outcomes:

Your success in this class will be based on a clear demonstration of:
- Improvement in creativity and design skills, going beyond the expected in creativity and craft
- Ability to understand the basics and competent use of the tools covered in class, including software
- Ability to communicate effectively, both verbally and visually
- Reading and understanding of assigned books and handouts

The Grading Scale:

- A – All requirements met, outstanding work and effort, both in and outside of class. Creative, imaginative, and skilled. Active participant in class.
- B – All requirements met, very good work and effort (above average), some initiative shown
- C – All requirements met with average effort and accomplishment
- D – All requirements met with minimum effort, showing an obvious lack of interest in course, poor craftsmanship
- F – Not enough work, effort, or attendance to justify credit for the course

Student Responsibilities

Many graphic designers are self-employed or work in an independent manner. In any class or work situation, it will be up to you to learn what is expected of you. At minimum, you need to:

- Attend all class sessions.
- Arrive on time for each class meeting.
- Bring appropriate materials and required supplies.
- Read all assigned materials.
- Use methods and techniques that constitute "best practices" as outlined in this and other classes.
- Prepare and submit all assignments by the appropriate due dates.
- Present all work in a professional manner.
- Be prepared to discuss readings and assignments in class.
- Be a positive participant in class discussions.

Academic Honesty

UAFS is committed to helping students attain their highest level of academic achievement. That achievement is predicated on a foundation of scholastic integrity in all aspects of students' academic work. This absolute standard of academic honesty lies at the heart of any pursuit of learning and the award of any degree or certificate. All students, faculty, and staff of UAFS are responsible for understanding and abiding by the academic honesty policy. The University supports faculty and staff in the good faith application of these policies as they conduct their official duties.

This policy is only one element of the University's commitment to academic honesty; students will find this institutional value, and the practice of scholastic integrity, reflected in many ways in all University programs and services. Academic dishonesty in any form, including using unauthorized materials, information,or study aids in any academic exercise; plagiarism; forgery; falsification of records; unauthorized possession of examinations; any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement; and the assistance of others in any such act is forbidden. A faculty member who has proof that a student is guilty of academic dishonesty may take appropriate action up to and including assigning the student a grade of "F" for the course and suspending the student from the class. The "F" will be the final grade and the student may not withdraw from the course with a "W". A description of the incident and the action taken will be reported to the appropriate dean and will be placed in the student's file in the Records Office.

The student may appeal either the finding of academic dishonesty or the penalty, or both, to the Academic Integrity Committee within three (3) business days of notification. Appeal forms may be obtained from Student Advisement. Upon appeal, a student will be allowed to continue in class until the appeal is adjudicated.

The Academic Integrity Committee acts as arbitrator in such situations, presenting its findings and recommendations to the provost for review. In cases of repeated offenses, the provost may take appropriate action up to and including permanent suspension from the University or solicit the recommendations of the Academic Integrity Committee. A copy of such action will be placed in the student's file in the Records Office. Repeat incidents of academic dishonesty could result in the assignment of a grade of "FX" on the transcript, clearly indicating the failing grade was the result of academic dishonesty.

STUDENT ADA SERVICES
uafs.edu/ada
(479) 788-7577

UAFS seeks to make every effort to offer equal educational opportunities for all students. To ensure a total university experience for students with disabilities, UAFS provides reasonable accommodations and services to students who have physical, emotional, and/or learning disability. The underlying philosophy of the program is to provide support, where possible, that will maximize each student's opportunities for academic success.

Working in partnership with the student, the Student ADA Services coordinator will develop an individualized plan for services which may include academic advisement and accommodations in testing and instruction. A student with disabilities may present validation of the disability and request services by contacting the Student ADA Services coordinator at (479) 788-7577.

Registration with Student ADA Services is a separate process from the application for admission to the University. In order to be considered for accommodations, a student must first submit verification of the condition based on Student ADAServices guidelines and meet with the Student ADA Services coordinator to discuss accommodation requests.

UAFS is committed to a policy of ensuring that no otherwise qualified individual with a disability is excluded from participation in, denied the benefits of, or subjected to discrimination in University programs or activities due to his or her disability. The University is fully committed to complying with all requirements of the Americans with Disabilities Act of 1990 (ADA) and the Rehabilitation Act of 1973 (Section 504) and the ADA Amendments Act of

2008 and to providing equal educational opportunities to otherwise qualified students with disabilities. Any student who believes he or she has been subjected to discrimination on the basis of disability, or has been denied access or accommodations required by law, shall have the right to file a grievance. To obtain a copy of Services for Students with Disabilities brochure, which includes application information and the grievance procedure, contact the Student ADA Services Office at (479) 788-7794, or (479) 788-7577, or visit our website for a printout.

Tentative Course Schedule

Week 1:

Friday, August 27
Lecture: Course Overview
Assignment: Your First PR (A01)

Week 2:

Tuesday, August 31
Video: How does the internet work?
Submission: Your First PR (A01)

Friday, Sept 3
Lecture: HTML Deep Dive
Assignment: Barebones HTML Site (A02)

Week 3:

Tuesday, Sept 7
Video: HTML Semantic Tags

Friday, Sept 10
Lecture: CSS Deep Dive
Submission: Barebones HTML Site (A02)
Assignment: Barebones HTML Site, Styled (A03)

Week 4:

Tuesday, Sept 14
Video: Responsive CSS

Friday, Sept 17
Lecture: JavaScript Deep Dive
Submission: Barebones HTML Site, Styled (A03)
Assignment: Barebones HTML Site, Scripted (A04)

Week 5:

Tuesday, Sept 21
Video: JavaScript Continued

Friday, Sept 24
Lecture: Website Hosting and the JAM Stack
Submission: Barebones HTML Site, Scripted (A04)

Week 6:

Tuesday, Sept 28
Video: Web Typography

Friday, Oct 1
Lecture: HTML and Emails
Assignment: HTML Email (A05)

Week 7:

Tuesday, Oct 5
Video: Web Analytics

Friday, Oct 8
Critique / Submission: HTML Email (A05)
Assignment: Reverse Build a Website, Wireframes (A06)

Week 8:

Tuesday, Oct 12
Video: SCSS and CSS Preprocessors

Friday, Oct 15
Work Day Check-in with Progress (Sync)

Week 9:

Tuesday, Oct 19
Video: Accessibility (a11y) and Color Choice

Friday, Oct 22
Critique / Submission: Reverse Build a Website, Wireframes (A06)
Assignment: Barebones Reverse Build a Website, Content (A07)

Week 10:

Tuesday, Oct 26
Video: StackOverflow and MDN

Friday, Oct 29
Work Day Check-in with Progress (Sync)

Week 11:

Tuesday, Nov 2
Video: TBD

Friday, Nov 5
Lecture: WordPress Overview
Submission: Reverse Build a Website, Wireframes (A07)
Assignment: Portfolio/Blog WordPress Site (FINAL)

Week 12:

Tuesday, Nov 9
Video: WordPress Hosting

Friday, Nov 12
Lecture: WordPress Overview
Assignment: WordPress Hosting Setup (A09)

Week 13:

Tuesday, Nov 16
Video: WordPress Themes
Submission: WordPress Hosting Setup (A09)
Assignment: Theme Installation (A10)

Friday, Nov 19
No Class: Fall Break

Week 14:

Tuesday, Nov 23
Lecture: WordPress Forms and Plugins
Check-in: Theme Installation (A10)

Friday, Nov 26
No Class: Thanksgiving Break

Week 15:

Tuesday, Nov 30
Video: TBD
Submission: Theme Installation (A10)

Friday, Dec 3
Work Day Check-in with Progress (Sync)

Week 16:

Tuesday, Dec 7 (Final Regular Class)
Work Day Check-in with Progress (Async)

Friday, Dec 10
No Class: Reading Day

Week 17:

FINAL EXAM TBD