USC Annenberg

JOUR 553: Coding and Programming for Storytelling

Fall 2017 – Thursday – 12-2:20pm
Section: 21571D
Location: ANN 413

Instructor: Peggy Bustamante
Office: ANN 310E
Office Hours: One hour after class or by appointment.
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I. Course Description

In this course you will learn the basic web technologies (HTML, CSS, JavaScript and jQuery) needed to build modern interactive multimedia projects. In addition, you will use contemporary storytelling skills to create advanced online story packages with multiple elements, including text, visuals (video, photos, graphics, etc.), audio, interactivity and navigation, with heavy emphasis on web development and coding. You will conceive, design, code and produce an advanced multimedia package.

The class will meet once a week for direct instruction, hands-on exercises and more. You will practice your coding skills with focus, bi-weekly assignments. In addition to your bi-weekly assignments, you must pitch and produce one longer project during the semester. This can be an individual project or a group project of no more than three people working together.

While coding is the next crucial skill for creative professionals to incorporate, not everyone will come out of this course as a developer. But no one will be left behind, and at the very least you will understand the role and potential for web development in the present and future of the creative professions. That in itself is invaluable in getting you a job in today's market.

II. Overall Learning Objectives and Assessment

The goal of this course is to teach you how to use front-end Web development to produce engaging and innovative multimedia stories.

By the end of this course you should be able to sketch, design and code a website from scratch, using HTML, CSS, JavaScript and JQuery plug-ins to tell a rich multimedia story. Building on your journalistic storytelling skills, this class focuses solely on the creation and production of stories told only via the Web.

III. Description of Assignments

Assignment 1: Multimedia/interactive examples. Due Week 2
Assignment 2: HTML/CSS problem set. Due Week 5
Assignment 3: JQuery problem set 1. Due Week 8
Assignment 4: JQuery problem set 2. Due Week 12
Final Project: Due on day JOUR531: Fall Digital Journalism Immersion final is due.

IV. Grading
a. Breakdown of Grade

Assignment	Points	% of Grade
Assignment 1: Multimedia/interactive examples	5	5
Assignment 2: HTML/CSS problem set	20	20
Assignment 3: JQuery problem set 1	20	20
Assignment 4: JQuery problem set 2	20	20
Final Project	30	30
Participation	5	5
TOTAL		**100%**

b. Grading Scale
The final letter grade will be calculated as such:

95 to 100: A	70 to less than 75: C+	45 to less than 50: D-
90 to less than 95: A-	65 to less than 70: C	0 to less than 45: F
85 to less than 90: B+	60 to less than 65: C-	
80 to less than 85: B	55 to less than 60: D+	
75 to less than 80: B-	50 to less than 55: D	

c. Grading Standards
The content of your projects must meet all journalistic standards: adherence to AP style, grammatically correct, well proofed, and most importantly, the work must be your own (see the plagiarism policies below under IX. Policies and Procedures).

This is a coding class so format, neatness and documentation will be graded. I will take up to 2 (of 20) points off for bad formatting on any given assignment.

Points will be taken off if problems on assignments are not completed.

Participation will be graded on a number of criteria, including (but not exclusively) collaboration and helping out classmates if you understand something that someone else is struggling with.

If on your assignments you simply copy and paste a classmate's work into your assignment, your instructor will be able to tell, and you will not get any credit. That is also called plagiarism.

I also grade on effort. Not everyone will find this course material easy, but if you try your hardest (and I can tell), your grade will reflect that. However, simply passing in an incomplete assignment does not count as effort. Effort means that you have tried to complete the assignment, identified where you are having trouble and then sought out your instructor for extra help.

"A" and "B" projects/assignments should have ALL components; i.e., students should not get higher than a C+ unless everything is turned in.

- "A" project/assignment is submitted on time, has only minor bugs, JS well formatted and documented, and shows exceptional effort and creativity.

- "B" project/assignment is on time, and completed but requires more than minor bug fixes (CSS styling as well as JavaScript/JS functionality) and/or is not documented correctly or is badly formatted. Fulfills all basic requirements, but nothing beyond that.
- "C" project/assignment is late, is not complete and/or functioning. Requires major bug fixes. The student should have requested help from the professor.
- "D" project/assignment is late, incomplete, failed to meet the major criteria of the assignment, has numerous errors. Should not have been submitted.
- "F" project/assignment has not been submitted or is plagiarized from someone else's code or project. You can use someone else's code as example or inspiration, but you can not present someone else's project as your own.

In addition, style errors and other breaches of journalistic standards will result in point deductions. Extra design and creativity is given extra credit.

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Staging video or telling interview subjects what to say.
- Using video shot by someone else and presenting it as original work.
- Shooting video in one location and presenting it as another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more "dramatic" video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Missing a deadline.

V. Assignment Submission Policy
A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.
B. Assignments should be submitted via a Dropbox link that will be provided to you. All coding assignments should be .zipped up before submission. The project folder and the zip file should be named like so: "lastname-firstname-assignment[number]". Please rename your project folder *before* you zip it up for submission.

VI. Required Readings and Supplementary Materials
While there is no required text in this course, there are a number of websites and tutorials you will be asked to read and work your way through, including:
- HTML tutorial: http://w3schools.com/html/default.asp
- CSS tutorial: http://w3schools.com/css/default.asp
- Begin Bootstrap tutorials: http://www.w3resource.com/twitter-bootstrap/tutorial.php and http://getbootstrap.com/2.3.2/getting-started.html
- JavaScript tutorial: http://w3schools.com/js/default.asp
- JQuery tutorial: http://w3schools.com/jquery/default.asp

For reference textbooks, these are recommened:
"HTML & CSS: Design and build websites" by Jon Duckett (John Wiley & Sons, Inc., 2011)
"JavaScript & JQuery: Interactive front-end web development" by Jon Duckett (John Wiley & Sons, Inc., 2014)

These are also good reference and learning sites:
Lynda (http://www.usc.edu/its/lynda)
W3Schools (http://www.w3schools.com/)
Codecademy (http://www.codecademy.com)

VII. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

Add/Drop Dates for Session 001 (15 weeks: 8/21/17 – 12/1/17)

Friday, September 8: Last day to register and add classes for Session 001
Friday, September 8: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001
Tuesday, September 12: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001
Friday, October 6: Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]
Friday, October 6: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]
Friday, November 10: Last day to drop a class with a mark of "W" for Session 001

VIII. Course Schedule: A Weekly Breakdown

Important note to students: Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.

IMPORTANT NOTE: There will be hands-on work every class, so always bring your laptop. Make sure you have a text editor (not a word processor like Microsoft Word) installed on your computer.
Suggested:
> **Textwrangler for Mac: http://www.barebones.com/products/textwrangler/**
> **Sublime Text for both Mac and PC: https://www.sublimetext.com/**

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 **August 24**	Syllabus, Class Projects, Semester Overview, Intros. Skills assessment. Historical perspective on news presentation. Web development overview. Build basic "Hello, World" page.	**Assignment 1:** Multimedia/inter-active examples. Due Week 2 **Reading:** HTML tutorial http://www.w3schools.com/html/default.asp	
Week 2 **August 31**	**Intro to HTML & CSS:** Discuss interactive/ multimedia examples from homework assignment. The basics of HTML and the most important/most used elements.	**Assignment 2:** HTML/CSS problem set. Due Week 5 **Reading:** CSS tutorial http://bit.ly/w3css: Sections "CSS Home" through "CSS Tables"	**Assignment 1 due**

Week 3 **September 7**	**HTML & CSS: Part 2** Overview of CSS and properties necessary for page layout. Hands-on: build a navbar and a photo gallery.	**Reading:** CSS tutorial http://bit.ly/w3css: Sections "CSS Box Model" through "CSS Pseudo-elements"	[**Labor Day:** Monday, September 4]
Week 4 **September 14**	**HTML & CSS: Part 3** **Positioning.** Review HTML and CSS. Answer questions and discuss problems with Assignment 2. CSS positioning. Hands-on in class: Add background video and images.	**Reading:** Positioning tutorial: https://www.w3schools.com/css/css_positioning.asp	
Week 5 **September 21**	**New HTML5 elements:** **<audio> and <video> tags:** A look at new tags in HTML5, including audio and video. Review Assignment 2. Hands-on in class: Add background video and images. Basic Parallax scrolling page.	**Reading**: HTML5 tutorial: http://www.w3schools.com/html/html5_intro.asp	**Assignment 2 due** **Final Project Milestone:** Submit a paragraph/pitch of your final project idea.
Week 6 **September 28**	**JQuery & JavaScript: Part 1** Overview of JavaScript and jQuery, from plugins to actual coding.	**Reading:** JQuery tutorial: http://w3schools.com/jquery/default.asp. Sections "jQuery Home" through "jQuery Events". JavaScript tutorial: http://www.w3schools.com/js/default.asp. Section "JS Home" through "JS Comments"	
Week 7 **October 5**	**JQuery & JavaScript: Part 2** Covering basic built-in tools and animation jQuery.	**Reading:** JQuery tutorial: http://w3schools.com/jquery/default.asp. All sections under "jQuery Effects"	
Week 8 **October 12**	**JQuery & JavaScript: Part 3** Learning to get and set data from forms, attributes and HTML elements. Intro to variables.	**Reading:** JQuery tutorial: w3schools.com/jquery/default.asp. Under "JQuery HTML", sections "JQuery Get" and "JQuery Set." JavaScript tutorial: http://www.w3schools.com/js/default.asp. Section "JS Variables" thru "Datatypes"	**Assignment 3 due**

Week 9 October 19	**JQuery and JavaScript: Part 4** Dynamically changing HTML elements and CSS.	**Assignment 4:** JQuery problem set 2. Due Week 12 **Reading:** JQuery tutorial: http://w3schools.com/jquery/default.asp. Under "JQuery HTML", sections "JQuery Add" through "JQuery Dimensions"	
Week 10 October 26	**JavaScript and JQuery: Fun with interactivity** A look at what's possible with jQuery plugins, widgets and more.	**Reading:** Bootstrap tutorials: http://www.w3resource.com/twitter-bootstrap/tutorial.php	
Week 11 November 2	**JQuery Plugins and useful widgets Part 1:** Learning to use the Cycle plugin for photo galleries and other sliding elements.	**Reading:** JQuery Cycle Plugin: http://jquery.malsup.com/cycle/	
Week 12 November 9	**JQuery Plugins and useful widgets Part 2:** Creating hotspots on an image and using FancyBox for popups.	**Reading:** Fancybox lightbox plugin: http://fancybox.net/	**Assignment 4 due**
Week 13 November 16	**JQuery Plugins and useful widgets Part 3:** How to make an audio rollover gallery, use HTML5 audio and video tags, and change elements on the page as a user scrolls.	**Reading**: HTML 5 Media: <audio> and <video> http://www.w3schools.com/html/html_media.asp	**FP milestone:** The HTML and CSS should be complete. The basic interactivity with JavaScript/jQuery should be in place. This is crucial so you can debug and add more interactivity over the next few weeks. Content should be 70% complete/finalized.
Week 14 November 23	**No class**		[**Thanksgiving Recess:** Wednesday, November 22, to Sunday, November 26]
Week 15 November 30	**Production hackathon**		
FINAL Project			**Final Project:** Due on day JOUR531: Fall Digital Journalism Immersion final is due.

IX. Policies and Procedures
Additional Policies

Collaboration and helping out classmates if you understand something that they are struggling with is very important to success in this class. I also grade on effort. Not everyone will find this course material easy, but if you try your hardest (and I can tell), your grade will reflect that.

Each class builds on the previous one, so it is crucial that you do not miss a class or fall behind. If you have to miss a class, let me know in advance so we can discuss how to keep you up to speed. If you are struggling with some concepts or code, let me know and I will meet with you separately to go over it.

This can be complicated material, especially if you are not paying attention. Do not text, chat with your friends on Facebook, or play on your computer during the instruction.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must by unpaid and can only be applied to one journalism class.

Statement on Academic Conduct and Support Systems
a. Academic Conduct
Plagiarism
Presenting someone else's ideas as your own, either verbatim or recast in your own words - is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* (https://policy.usc.edu/scampus-part-b/). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct (http://policy.usc.edu/scientific-misconduct/).

USC School of Journalism Policy on Academic Integrity
The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Equity and Diversity
Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* (http://equity.usc.edu/) or to the *Department of Public Safety* (http://dps.usc.edu/contact/report/). This is important for the safety of the whole USC community. Another member of the university community - such as a friend, classmate, adviser, or faculty member - can help initiate the report, or can initiate the report on behalf of another person. The *Relationship and Sexual Violence Prevention and Services* (https://engemannshc.usc.edu/rsvp/) provides 24/7 confidential support, and the sexual assault resource center webpage (https://sarc.usc.edu/) describes reporting options and other resources.

Support with Scholarly Writing
A number of USC's schools provide support for students who need help with scholarly writing. Check with your adviser or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* (http://ali.usc.edu/) which sponsors courses and workshops specifically for international graduate students.

The Office of Disability Services and Programs (http://dsp.usc.edu/) provides certification for students with disabilities and helps arrange the relevant accommodations.

Students requesting test-related accommodations will need to share and discuss their DSP recommended accommodation letter/s with their faculty and/or appropriate departmental contact person at least three weeks before the date the accommodations will be needed. Additional time may be needed for final exams. Reasonable exceptions will be considered during the first three weeks of the semester as well as for temporary injuries and for students recently diagnosed. Please note that a reasonable period of time is still required for DSP to review documentation and to make a determination whether a requested accommodation will be appropriate.

Stress Management
Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at (213) 740-7711. The service is confidential, and there is no charge.

Emergency Information
If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* (http://emergency.usc.edu/) will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

X. About Your Instructor

Prof. Bustamante is a longtime journalist and web developer who joined the faculty at USC Annenberg School for Communication and Journalism in 2014. Previously, she worked as a news applications and interactive graphics developer at Digital First Media and at Newsday on Long Island, where she earned an Emmy nomination for an interactive 12-part video series she developed. She also worked at Harvard University and the Boston Herald for many years, and has both a master's degree in computer science and bachelor's degree in English literature from Harvard University. Prof. Bustamante has lived and travelled all over the world, but is happy to call the City of Angels her home.