MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

289.101

Introduction to Web and Mobile Media

School of Music and Creative Media Production

Semester 1 / 2018

Assessment 1 Submission

Thur, Apr 19, midnight (week 6)

Assessment 2 Submission

Thur, May 31, midnight (week 12)

Times & Venues

Lecture
Mon, 12h00–13h00 (The Pit)

Workshop
Mon, 14h00–16h00 (1D12)
Mon, 16h00–18h00 (1D12)
Tue, 14h00–16h00 (1D12)

Course Coordinator

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Aim

In this course, students will be introduced to industry standard web and mobile media platforms and authoring tools. Students will gain a creative and technical knowledge and understanding of media concepts and production processes essential to produce interactive media on multiple platforms.

Overview

Students will be introduced to site structure, web layout, HTML, CSS, JavaScript, the preparation of graphics for online media, basic server skills and collaborative working practices. The course will present the technical, social and historical background of online and mobile media to provide context to the topics. Students will gain practical experience in a variety of software tools and produce live web sites for desktop and mobile environments.

Learning Outcomes

1. Demonstrate basic competencies in digital production tools and technologies required for producing content for web and other interactive online media. (Graduate profile: Virtuosity – Mohio D1)
2. Apply techniques and processes in producing and manipulating media for the web. (Graduate profile: Virtuosity – Mohio D1)
3. Carry out basic forms of technical investigation for developing production skills. (Graduate profile: Creativity – Toi C3)
4. Exercise skills in managing workloads and meeting deadlines. (Graduate profile: Autonomy – Mana E3)
5. Reflect and discuss own work and work of others in workgroups, discussions, critiques and presentations. (Graduate profile: Matauranga – Understanding C2; Connectedness – Whanaungatanga E1)

Assignment 1

You will build a personal portfolio website from scratch using the most basic web tools. The goal of the assignment is to become familiar with the underlying web technologies and to understand the core architecture and processes of the web.

The website will be published to a live server and provide a framework for showcasing your creative work. You will start by gathering a collection of your existing creative work and listing other work you are likely to produce this year. This will form the content structure upon which to base your website.

You will use GitHub Pages (https://pages.github.com/) to host your website.

During this assignment you will be introduced to usability concepts, content planning, and wire-framing. You will also become familiar with basic web technologies and techniques such as HTML, CSS, JavaScript, web servers, graphics for online use, and web typography.

Tools:

- Code editor (Brackets/Atom), Adobe Photoshop, GitHub
- HTML, CSS, JavaScript (optional)

Submission instructions:

- Website uploaded to your GitHub Pages repository
    - DO NOT INCLUDE psd/ai/hi-res artwork files.
- PDF document uploaded to Stream, containing your:
    - github.io URL;
    - planning (site structure document, wireframes, etc.);
    - documentation of sources, references and licenses;
    - student name and student number.

Assessment Criteria:

1. The assignment demonstrates the proficient use of text editors, authoring environments, graphics editors and browsers. (Learning Outcome 1)
2. The assignment shows creative use of web technologies including content structuring, layout, graphic design, typography and programming. (Learning Outcome 2)
3. Assignment reveals independent research and self-guided inquiry into web technologies and tools. Sources and resources documented. (Learning Outcome 3)
4. Timely hand-ins and completion of weekly tasks. (Learning Outcome 4)
5. Active participation in class and presentations with constructive criticism. (Learning Outcome 5)

Assignment 2

In Assignment 2 you will work individually or in small groups (ideally teams of 2, but no more than 3) to produce a mobile-friendly website for a fictional company of your choice. Here is a list of fictional companies to give you

some ideas:
https://en.wikipedia.org/wiki/Category:Fictional_companies

For example, were you to select Futurama's *MomCorp*, your website may comprise a listing of the consumer and industrial products you produce (appliances, robots, etc.), how much they cost, and outlets at which they can be purchased.

The assignment will build on the technical skills you have gained in Assignment 1. However, this time you will be required to produce a more impressive display of your responsive web design, HTML & CSS, and JavaScript skills.

You are also encouraged to explore web topics beyond the course material, such server-side scripting, SASS, JavaScript libraries, etc.

Tools:

- Responsive Web Design, HTML, CSS, JavaScript
- Any other web technologies you may choose

Submission instructions:

- FTP your website to your cmp.ac.nz web server account
    - DO NOT INCLUDE psd/ai/hi-res artwork files.
- PDF document uploaded to Stream, containing your:
    - website URL;
    - planning (site structure document, wireframes, etc.);
    - documentation of sources, references and licenses;
    - the names and student numbers of your group members.

Assessment Criteria:

1. The assignment demonstrates the proficient use of front-end web technologies to produce a responsive website or app that caters for both desktop and mobile devices. (Learning Outcome 1)
2. The assignment exhibits the creative use of web technologies including content structuring, layout, graphic design, typography and programming, to produce a mobile website or app. (Learning Outcome 2)
3. Assignment reveals independent research and self-guided inquiry into mobile technologies and tools. Sources and resources documented. (Learning Outcome 3)
4. Timely hand-ins and completion of weekly tasks. Professional approach to working in a team. (Learning Outcome 4)
5. Active participation in class and presentations with constructive criticism. (Learning Outcome 5)

Weekly schedule

(See Stream for updates and more detail: http://stream.massey.ac.nz)

Week 01 – Introduction to Course and HTML

Lecture:

- Introduction to lecturer/tutor and course
- How the Web works
- HTML overview

Workshop:

- Web development tools
- HTML syntax
- Basic text formatting

Week 02 – Best Practices and Version Control

Lecture:

- History of the internet
- The semantic web
- Version control and Git
- Colour and images

Workshop:

- GitHub
- Styling HTML content
- HTML links & images

Week 03 – Styling Fundamentals

Lecture:

- Design process
- Layout and composition
- Colour

Workshop:

- Creating a basic website from a Photoshop file

- CSS fundamentals
- CSS Box model

Week 04 – Typography, Visual Identity, and Layout

Lecture:

- Typography overview
- Web typography
- Visual identity

Workshop:

- Styling lists and links
- CSS fonts
- CSS layout

Week 05 – HCI; JavaScript Introduction

Lecture:

- Brief history of user interfaces
- HCI
- Principles of interaction design (Tognazinni)

Workshop:

- JavaScript basics
- JavaScript and HTML DOM
- CSS positioning

Week 06 – Consultation: Assignment 1

This lecture and workshop time is dedicated to assistance with assignments

Week 07 – UX Introduction; Adobe XD Basics

Lecture:

- Key ideas, goals, requirements
- Behaviour
- Research

Workshop:

- UX software workflow
- Object management
- Asset importing & exporting

Week 08 – UX Behaviours & Prototypes; Adobe XD Interactivity

Lecture:

- Designing behaviour
- Design patterns
- Analytics

Workshop:

- UX software prototypes
- UX software previews
- Photoshop web-design techniques

Week 09 – Digital Media Industry; Conditional Statements

Lecture:

- Development methodologies
- Intellectual property
- Data centralisation

Workshop:

- If statements
- Ternary and switch statements
- Collision detection exercise

Week 10 – Guest Lecture; Loops & Arrays

Lecture:

- Guest lecture (TBC)
- 289.212 & 289.114

Workshop:

- JavaScript loops
- JavaScript arrays

- Bar graph task

Week 11 – Guest Lecture; CSS Frameworks

Lecture:

- Guest lecture (TBC)

Workshop:

- Bootstrap intro
- Icon fonts
- A brief overview of SASS and NPM tools

Week 12 – Consultation: Assignment 2

This lecture and workshop time is dedicated to assistance with assignments

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Resources and Readings

Check Stream weekly updates