School of Communication
University of Miami
CIM 111-Q/R
Web Lab
T/Th 12:30 – 1:45 pm, T/Th 2:00 – 3:15 pm
Fall Semester 2016

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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: 860-1200464207

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:

Quiz (100 points)
HTML5 Quiz.

Web Host Setup (50 points)
Setup a web hosting account and place your hello world file onto your webserver. The website should be accessible at the root of the domain (e.g.: www.myname.com, awesome.mydomain.com, etc).

Basic HTML/CSS Assignment (200 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. Your personal resumé should contain the following items:
• Your name, centered, at the top of the page as an <h1> heading.
• A few paragraphs about yourself.
• Add a photograph of yourself and float it to the right side of the webpage using CSS. Add block information (margin, padding, and/or border) to make it look nice on the webpage.
• A list of hobbies or interest displayed as an HTML unordered list.
• Set the color of the links to red and remove the underline. Extra credit if you can make the underline re-appear with the :hover effect.
• Link at least two of your hobbies or interests to websites related to those interests.
• Use a sans-serif font by defining it in the the style for the body tag.
• Make sure you use an external stylesheet using the <link> tag.
• Make sure the webpage validates.

jQuery Assignment (200 points)
Using HTML/CSS & jQuery create a comprehensive project using one of the following plugins:
http://designshack.net/articles/javascript/40-awesome-jquery-plugins-you-need-to-check-out/

Final Project (400 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 Wordpress website and installing a theme
- 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)

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?

GRADING/EVALUATION:
Each assignment is worth up to a given amount of points.

Grade	Points Required
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 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 current 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:

Week 1 – Introduction & HTML (Aug 23th -25th)

Class Overview.
 • Intro to Brackets
 • Setting up your work environment
 • Intro to HTML

Assignment: HTML5 Doctor

Supplemental materials: Lynda, Essential HTML Training
Introduction to brackets: http://webdesign.tutsplus.com/courses/introduction-to-brackets

Week 2 – HTML (Aug 30th – Sept 1st)
 • Setting up your hosting
 • Domain names

- FTP
- HTML Cont.
- Intro to CSS
- Using Developer tools

Supplemental materials: Lynda.com, Photoshop CS6 for Web Design

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

Week 3 - Web host, HTML & CSS (Sept 6th – 8th)
- Quiz: HTML5

Week 4 CSS (Sept 13th – 15th)
- CSS
- Pseudo classes
- Work Lab

Week 5 - Media Formats and jQuery (Sept 20th – 22nd)
- Media formats
- Intro to jQuery

Supplemental materials: Lynda.com, Photoshop CS6 for Web Design
& beginners guide to jQuery http://www.1stwebdesigner.com/jquery-animation-tutorial/

Week 6 – jQuery (Sept 27th – 29th)
- jQuery
- Lab

Week 7 - jQuery (Oct 4th – Oct 6th)
- jQuery Plugins

Week 8 – jQuery (Oct 11th – Oct 13th)
- Lab sessions jQuery

Week 9 – Wordpress (Oct 18th)
- Planning for your site
- Introductions to CMS

Week 10 – Wordpress (Oct 25th – 27th)
- Wordpress Installation
- Basic configuration
- Exploring the interface and structure

Supplemental reading: Beck, chapters 2, 3, 7, 8, 9
Supplemental materials: http://www.lynda.com/WordPress-training-tutorials/330-0.html

Week 11 – Wordpress basics (Nov 1ˢᵗ – 3ʳᵈ)
- Wordpress Admin
- Embedding video
- Security

Supplemental reading: Beck, chapters 5, 6, 11

Week 12 – Plugins (Nov 8ᵗʰ – 10ᵗʰ)
- Understanding Plugins
- Google analytics

Supplemental Materials:
- Google analytics for non-profits http://bit.ly/1IRKmiR

Week 13 – Themes (Nov 15ᵗʰ – Nov 17ᵗʰ)
- Wordpress Themes

Nov 22 - Nov 24 Thanksgiving Week

Week 14 – Marketing Workshop (Nov 29ᵗʰ – Dec 1ˢᵗ)
- Twitter
- Facebook
- Google Adwords

Week 15 - Final Project Lab (Dec 6ᵗʰ – 8ᵗʰ)

Tear off and return with information required below:

<u>STUDENT ACKNOWLEDGEMENT:</u>

I HAVE RECEIVED AND READ THE SYLLABUS FOR CMP 111, SECTION Q. 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)_____