ITP 104: Internet Publishing Technologies

Course: **Internet Publishing Technologies**
http://itp104.pagodabox.com/
Fall 2012, Course 31806 (2 Units)

Lecture/Lab: *Mondays* from 5 – 8 p.m. in KAP 160

Instructor: **David Tang** (*dtang@usc.edu*)

Office Hours: *TBA, OHE 530 A*

Grader: **Nayeon Kim** (*nayeonki@usc.edu*),
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Course Objective: This course is intended to teach the basics involved in publishing content on the World Wide Web. This includes the 'language of the Web': HTML, CSS, the fundamentals of how the Internet and the Web function, a basic understanding of graphic production with a specific stress on creating graphics for the Web, and a general grounding introduction to more advanced topics such as programming and scripting. This class will also expose students to the basic tools and applications used in Web publishing.

Grading: Grading will be based on lecture attendance, lab completion and participation, completed assignments and projects, midterm grades, and a major individual project. **Grades will be posted on Blackboard.**

Final grades will be determined as follows:

Assignments:	**30%**
Class Participation, Attendance, & Labs:	**15%**
Midterm Examination:	**20%**
Individual Major Project:	**35%**

Final course marks are determined by standard formulas:

A	*100% - 93%*
A-	*92% - 90%*
B+	*89% - 87%*
B	*86% - 83%*
B-	*82% - 80%*
C+	*79% - 77%*
C	*76% - 73%*
C-	*72% - 70%*
D+	*69% - 67%*
D	*66% - 63%*
F	*62% and below*

Class Policies: Students are expected to:
- Attend and participate in lecture discussions and critiques
- Attend and complete weekly lab quizzes, assignments, and projects
- Manage and complete individual class projects

Students are responsible for completing assignments and projects by stated deadlines. Most assignments will be uploaded by students to their USC Web space and linked from a class assignment page.

Assignments: It is the responsibility of the student to make sure projects and assignment are turned in on time. Make sure you follow the procedures outlined in each assignment or project. Each student will maintain their own assignment page with links to all completed work in the course.

Late projects will be credited for HALF of the total points. No projects will be accepted later than one week from the due date. It is the responsibility of the student to contact the grader when posting late projects.

ITP Labs: Before logging onto an ITP computer, students must ensure that they have emailed or saved projects created during the class or lab session. Any work not saved will be erased after restarting the computer. ITP is not responsible for any word lost.

ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Please contact your instructor for specific times and days for the current semester.

Academic Integrity: The use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. It is often difficult to distinguish between a culpable act and inadvertent behavior resulting from the nervous tension accompanying examinations. When the professor determines that a violation has occurred, appropriate action, as determined by the instructor, will be taken.

Although working together is encouraged, all work claimed as yours must in fact be your own effort. Students who plagiarize the work of other students will receive zero points and possibly be referred to Student Judicial Affairs and Community Standards (SJACS).

All students should read, understand, and abide by the University Student Conduct Code listed in SCampus, and available at:

Students with Disabilities: Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered as early in the semester as possible. DSP is located in STU301 and is open 8:30 a.m. – 5 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Texts: Please note the below texts are **optional** texts for more detail and background in html, web publishing and Dreamweaver. Most week readings and tutorials from the Web will be posted.

Head First HTML*, Freeman, 2005. **(optional)**

Dreamweaver CS5.5: The Missing Manual, *McFarland*, O'Reilly, 2011. **(optional)**

Course Outline:

Week 1	Aug 27	Course introduction HTML Intro
Week 2	Sep 3	*University Holiday: Labor Day*
Week 3	Sep 10	Basic HTML, FTP, and moving files to a server **Lab*: First Web page (due 9/17)**
Week 4	Sep 17	Review of Basic HTML, 'Good code' Working with images, folder structure Introduction to CSS – Inline styles **Assignment: Resume (due 9/24)**
Week 5	Sep 24	Divs & layouts, Floats, and the Box Model **Assignment: Article Layout (due 10/1)**
Week 6	Oct 1	Divs & layouts (cont) CSS: Internal Stylesheets **Assignment: Calendar (due 10/8)**
Week 7	Oct 8	Page structure & navigations CSS tricks Photoshop for web publishers **Assignment: Project proposal (due 10/15)**

Week 8	Oct 15	HTML Forms & USC form scripts **Assignment: Survey (due 10/29)** **Lab: Practice exam (due 10/22)**
Week 9	Oct 22	**HTML & CSS Exam – Written & Practical Exam**
Week 10	Oct 29	Visual editors & Dreamweaver Doctypes Applying Styles in Dreamweaver CSS: External Stylesheets **Assignment: News Article (due 11/5)** **Assignment: Project homepage & graphics (due 11/5)**
Week 11	Nov 5	Web Technologies Overview The Web Development Industry **Assignment: Technology paper (due 11/12)**
Week 12	Nov 12	Introduction to Dynamic HTML Dreamweaver Behaviors & Spry Widgets **Assignment: Behaviors (due 11/19)**
Week 13	Nov 19	CSS 3 intro jQuery plugins **Lab: jQuery + CSS 3 (due 11/26)**
Week 14	Nov 26	Relative and Absolute Positioning CSS Dropdown Menus **Lab: Tooltip (due 12/3)**
Week 15	Dec 3	Embedding video Facebook "Like" button Twitter integration Taking your site beyond USC Web Hosting and Domains

Dec 7   **Major projects posted by 6 p.m. to assignment page**
Dec 13   **Student Presentations of Major Projects, *5:30-6:30pm***