

Advanced Web Publishing

ITP 302 (2 Units)



Course 31897, Fall 2014

Objective

This course will teach students advanced Web publishing skills as well introduce broader publishing topics relevant to publishers, developers, designers and webmasters.

Concepts

Students will study newer HTML and publishing technologies such as HTML5 and CSS3. They will learn how to create adaptive pages that adjust to different screen widths, and learn how to convert design comps into pages. Students will build Web pages specifically for mobile devices, including using jQuery mobile to implement the interactive interfaces generally associated with mobile applications. They will also learn the basics sites of traffic analytics and search engine optimization.

Prerequisites

None.

Instructor

Patrick Dent

Contact

dent@usc.edu / OHE530D / 213-821-1400

Office Hours

See course site
Please make an appointment when possible.

Grader

Priyanka Vaishnav <priyankv@usc.edu>

Lecture and Lab

Tuesdays 2 - 4:50 p.m. in KAP267

Website

<http://webdev.usc.edu/itp302>

Required Textbooks

None.

Grading

The following percentage breakdown will be used in determining the grade for the course.

Assignments	30%
Participation and labs	15%
Examinations	20%
Major Project	35%
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Total	100%

Grading Scale

The following shows the grading scale to be used to determine the letter grade.

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	66-65
F	64 or below

Policies

No make-up exams (except for documented medical or family emergencies) will be offered nor will there be any changes made to the Final Exam schedule, except as permitted by university rules.

Due dates and requirements for all Labs and Assignments will be posted on the course site. Students will “post” their work to their USC web space as defined on the course site.

It is the student’s responsibility to post work by the due date following the defined class procedures, even if you miss class. Work turned in late will lose 10% credit per day and late work is not accepted after two weeks past the due date. To receive credit for late work you MUST email the grader that you posted a lab or assignment after the due date or you will not receive credit.

An attendance sheet will be circulated each lecture. You must sign in for lecture to receive lecture attendance credit.

IT Help

Hours of Service: 8AM-9PM; Phone: 213-740-0517; Email: engrhhelp@usc.edu

Incomplete and Missing Grades

Excerpts for this section have been taken from the University Grading Handbook, located at <http://www.usc.edu/dept/ARR/grades/gradinghandbook/index.html>. Please see the link for more details on this and any other grading concerns.

A grade of Missing Grade (MG) “should only be assigned in unique or unusual situations... for those cases in which a student does not complete work for the course before the semester ends. All missing grades must be resolved by the instructor through the Correction of Grade Process. One calendar year is allowed to resolve a MG. If an MG is not resolved [within] one year the grade is changed to [Unofficial Withdrawal] UW and will be calculated into the grade point average a zero grade points.

A grade of Incomplete (IN) “is assigned when work is no completed because of documented illness or other ‘emergency’ **occurring after the twelfth week** of the semester (or 12th week equivalency for any course scheduled for less than 15 weeks).”

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 to your course instructor (or TA) as early in the semester as possible. If you need accommodations for an exam, the form needs to be given to the instructor at least two weeks before the exam.

DSP is located in STU 301 and is open from 8:30am to 5:00pm, Monday through Friday. Contact info: 213-740-0776 (Phone), 213-740-6948 (TDD only), 213-740-8216 (FAX), ability@usc.edu, http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html.

Emergency Preparedness/Course Continuity in a Crisis

In case of emergency, when travel to campus is difficult, if not impossible, USC executive leadership will announce a digital way for instructors to teach students in their residence halls or homes using a combination of the Blackboard LMS (Learning Management System), teleconferencing, and other technologies. Instructors should be prepared to assign students a “Plan B” assignment that can be completed ‘at a distance.’ For additional information about maintaining your classes in an emergency, please access: <http://cst.usc.edu/services/emergencyprep.html>

Academic Integrity

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. SCampus is USC's Student Guide to Policies and Conduct Code and can be found at: <http://scampus.usc.edu>. Section 11 contains the Behavior Violating University Standards and Appropriate Sanctions and can be found at: <http://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards (SJACS) for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. An academic integrity tutorial can be found at: http://www.usc.edu/libraries/about/reference/tutorials/academic_integrity/index.php.

Examples of behavior violating University standards:

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Acquisition of term papers or other assignments from any source and the subsequent presentation of those materials as the student's own work, or providing term papers or assignments that another student submits as his/her own work.
- Obtaining for oneself or providing for another person a solution to homework, a project or other assignments, or a copy of an exam or exam key without the knowledge and expressed consent of the instructor.
- Unauthorized collaboration on a project, homework or other assignment. Collaboration between students will be considered unauthorized unless expressly part of the assignment in question or expressly permitted by the instructor.
- Fabrication: Submitting material for lab assignments, class projects or other assignments which is wholly or partially falsified, invented or otherwise does not represent work accomplished or undertaken by the student.
- Forgery, unauthorized alteration or unauthorized use of any university document, records, keys or instruments of identification, or of documents or records related to functions of the university.

If the instructor, a grader, or a lab assistant suspects you of academic dishonesty, it has to be reported to SJACS. Do not share lab assignments with another student. Do not submit another student's work as your own. Do not look at other students' papers during exams. Do not leave the room during an exam. Do not cheat! As Trojans, we are faithful, scholarly, skillful, courageous, and ambitious.

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Course Outline

Week 1	Aug 26	HTML and CSS Review, Introduction to HTML5 semantic tags Lab: <i>Assignment page (due W2 – 9/2)</i> Lab: <i>Creating an html5 “web experience” page (due W2 – 9/2)</i>
Week 2	Sep 02	CSS menus, HTML form and media tags Project: <i>HTML5 survey and browser compatibility (due W3 – 9/9)</i>
Week 3	Sep 09	CSS3: Position, opacity, colors, fonts, columns, background images, transitions Project: <i>Interactive Web article (due W4 – 9/16)</i>
Week 4:	Sep 16	CSS Sprites, intermediate production techniques Project: <i>Sprite-driven web page (due W5 – 9/23)</i>
Week 5	Sep 23	Introduction to Responsive Web Design, Designing, writing stylesheets for multiple platforms, Media queries. Lab: <i>Print stylesheet (due W6 – 9/30)</i> Project: <i>Adaptable web article (Due W6 – 9/30)</i>
Week 6:	Sep 30	Introduction to jQuery Lab: <i>jQuery exercises (due W7 – 10/7)</i> Lab: <i>Convert interactive article to jQuery (due W7 10/7)</i>
Week 8	Oct 07	jQuery review: syntax, selectors, effects, manipulation Intermediate jQuery. Project: <i>jQuery interactive web page (due W8 – 10/14)</i>
Week 7:	Oct 14	Working with CSS frameworks Project: <i>Bootstrap page (due W10 – 10/28)</i>
Week 9:	Oct 21	Examinations
Week 10	Oct 28	jQuery animation, TBA Other JS libraries: from Facebook to Scriptaculous Lab: <i>Plug-in implementation (due W11 – 11/4)</i> Project: <i>Animated data results in web page (due W11 – 11/4)</i>

Week 11	Nov 04	Building pages for mobile devices. "Mobile first" design. Project: <i>Mobile site (due W12 – 11/11)</i>
Week 12:	Nov 11	Review of jQuery Mobile. Planning out narrative workflows for presentations. TBA Project: <i>Tutorial planning and workflow (due W13 -- 11/18)</i>
Week 13:	Nov 18	Search engines, meta tags and traffic reports Search engine optimization, Google Analytics, Targeted Reports Lab: <i>Implementing Google analytics (due W14 – 11/25)</i>
Week 14:	Nov 25	Survey and demos of Publishing and Development tools. Lab: <i>TBA</i>
Week 15:	Dec 02	Content Management Systems (CMS). Intro to podcasting, RSS feeds, XML. Implementing design comps. Lab: <i>TBA</i>
	Dec 05	Major projects posted to assignment page
	<i>Dec 11</i>	<i>Student Presentations of Major Projects</i>