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.

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>30%</td>
</tr>
<tr>
<td>Participation and labs</td>
<td>15%</td>
</tr>
<tr>
<td>Examinations</td>
<td>20%</td>
</tr>
<tr>
<td>Major Project</td>
<td>35%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-93</td>
</tr>
<tr>
<td>A-</td>
<td>92-90</td>
</tr>
<tr>
<td>B+</td>
<td>89-87</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
</tr>
<tr>
<td>B-</td>
<td>82-80</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
</tr>
<tr>
<td>C-</td>
<td>72-70</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
</tr>
<tr>
<td>D</td>
<td>66-65</td>
</tr>
<tr>
<td>F</td>
<td>64 or below</td>
</tr>
</tbody>
</table>

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 if 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: engrhelp@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:* Assignment page (due W2 – 9/2)
*Lab:* Creating an html5 “web experience” page (due W2 – 9/2)

Week 2  Sep 02  CSS menus, HTML form and media tags
*Project:* HTML5 survey and browser compatibility (due W3 – 9/9)

Week 3  Sep 09  CSS3: Position, opacity, colors, fonts, columns,
background images, transitions
*Project:* Interactive Web article (due W4 – 9/16)

Week 4:  Sep 16  CSS Sprites, intermediate production techniques
*Project:* Sprite-driven web page (due W5 – 9/23)

Week 5  Sep 23  Introduction to Responsive Web Design,
Designing, writing stylesheets for multiple platforms,
Media queries.
*Lab:* Print stylesheet (due W6 – 9/30)
*Project:* Adaptable web article (Due W6 – 9/30)

Week 6:  Sep 30  Introduction to jQuery
*Lab:* jQuery exercises (due W7 – 10/7)
*Lab:* Convert interactive article to jQuery (due W7 10/7)

Week 8  Oct 07  jQuery review: syntax, selectors, effects, manipulation
Intermediate jQuery.
*Project:* jQuery interactive web page (due W8 – 10/14)

Week 7:  Oct 14  Working with CSS frameworks
*Project:* Bootstrap page (due W10 – 10/28)

Week 9:  Oct 21  Examinations

Week 10  Oct 28  jQuery animation, TBA
Other JS libraries: from Facebook to Scriptaculous
*Lab:* Plug-in implementation (due W11 – 11/4)
*Project:* Animated data results in web page (due W11 – 11/4)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 11</td>
<td>Nov 04</td>
<td>Building pages for mobile devices. “Mobile first” design. <strong>Project:</strong> Mobile site <em>(due W12 – 11/11)</em></td>
</tr>
<tr>
<td>Week 12</td>
<td>Nov 11</td>
<td>Review of jQuery Mobile. Planning out narrative workflows for presentations. TBA <strong>Project:</strong> Tutorial planning and workflow <em>(due W13 -- 11/18)</em></td>
</tr>
</tbody>
</table>
| Week 13 | Nov 18| Search engines, meta tags and traffic reports  
Search engine optimization, Google Analytics, Targeted Reports  
**Lab:** Implementing Google analytics *(due W14 – 11/25)* |
| Week 14 | Nov 25| Survey and demos of Publishing and Development tools. **Lab:** TBA                                                                         |
| Week 15 | Doc 02| Content Management Systems (CMS). Intro to podcasting, RSS feeds, XML. Implementing design comps. **Lab:** TBA                              |

**Dec 05**  
**Major projects posted to assignment page**

**Dec 11**  
**Student Presentations of Major Projects**