SYLLABUS: MUIN 495 Web Design for the Music Industry

Instructor:
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Office Hours: on-campus Monday/Wednesday 10 - 11:30am, Thursday 12-2pm; other meetings happily scheduled by appointment.

Course Description

A hands-on experience in which students work in teams to create web sites specifically designed to promote, market, and sell musical artists' products online. Recommended preparation: MUIN 280 or equivalent.

Procedure:

The class consists of lectures and demonstrations, from which students will develop specific Web skills through exercise assignments and projects. Students will work to promote a specific artist or music-oriented company online with the site. They will develop an online marketing plan and budget, prepare media for online consumption, and execute the plan by creating a compelling online presence including a complete website with music, photos, and video.

Requirements, Exams and Grading Information

Each student will be evaluated individually on assigned exercises and quizzes, and as a team member on the Website and Marketing Plan team project. Exercises are small projects to be completed outside of class. Quizzes consist of multiple-choice and short answer questions based on concepts and nomenclature presented in class. For purposes of the project, students will form teams of two to four persons, and each team will submit one Website and one Marketing Plan. Each team member will receive the same grade on the Project as other members of their team.

The Website will be designed and implemented by the team, and hosted on a server with outside access available (the address will be given in class). Website evaluation will include the clarity of its goal (the Most Desired Action) and effectiveness toward conversion, as well as completeness, functionality, usability, attractiveness, and timeliness of completion. The Marketing Plan will be graded on completeness, clarity and justification of plan elements, degree of professionalism in presentation, and timeliness of completion. Rubrics for both the Website and the Marketing Plan will be available during the semester as a guide to specific requirements and assessments.

GRADING SUMMARY

1. Exercises   40%
2. Quizzes   10%
3. Website(s)   30%
4. Marketing Plan   10%
5. Class Participation   10%

Letter grades are assigned strictly by percentage: 90+ = A, 80 – 89.99 = B, 70 – 79.99 = C, 60 – 69.99 = D, < 60 = F. Grades ending in 0 but less than 4 are minus, while those ending in 7 but less than 0 are plus (except for A, which has no plus grade). I do not curve or "round" scores – please do not ask.

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Class Materials
Web browser, Chrome preferred.
Firebug Extension
Text editor –   Mac: TextWrangler (free) http://barebones.com/products/textwrangler/
                PC: Notepad ++ (free) http://notepad-plus-plus.org/
FTP Program – Mac and PC: Cyberduck (free) http://cyberduck.io/

iTheme's Builder Complete Toolkit, $35 (approx), available at
http://ithemes.com/education/student-toolkit/ using the discount code to be given in class.
Licenses are good through December 2014.

Academic Integrity
Your attention is directed to the principles of Academic Integrity as outlined in the current
edition of SCampus. *Collaboration or sharing of information when preparing homework and
projects or during any exams is expressly forbidden unless specifically allowed by the instructor.*

USC is committed to the general principles of academic honesty that include and incorporate 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. By taking this course, students are expected to understand and abide by these
principles. All submitted work for this course may be subject to an originality review as
performed by Turnitin technologies <http://www.turnitin.com> to find textual similarities with
other Internet content or previously submitted student work. Students of this course retain the
copyright of their own original work, and Turnitin is not permitted to use student-submitted work
for any other purpose than (a) performing an originality review of the work, and (b) including
that work in the database against which it checks other student-submitted work.

Communication:
All course material, documentation and grades will be posted on Blackboard at
https://blackboard.usc.edu/. It is your responsibility to learn to operate Blackboard. All e-mail
correspondence regarding the class will be sent to USC email accounts only, so please check
yours regularly! Note: take care to file messages so your mailbox does not fill up… if it does you
will not get any new messages.

Class Participation
Because of the specialized nature of the subject, in-class attendance and participation are critical
for understanding the material and concepts covered in this class. Students are expected to
participate in class discussions. Participation in all class sessions will be noted and will count
towards your final grade. Missing more than three classes will lower your participation grade by
25% per additional absence. In addition, missing more than four classes qualifies for being
dropped from the course, or you may receive a grade of FAIL. If you cannot attend a class, it is
your responsibility to get notes from Blackboard or a classmate. If an extenuating circumstance
arises that forces you to miss more than the allowed classes, contact the instructor immediately.

Classroom Behavior:
No sleeping or eating in class. Please exercise common courtesy during lectures and do not
distract the class with talk or other disruptive behavior. Use of electronic devices (excepting
laptops) during class is considered disruptive. Ringing cell phones will be confiscated and given
away as door prizes. A student responsible for disruptive behavior may be reported to the Office
of Student Judicial Affairs for disciplinary action.

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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 me (or to the TA if applicable) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.-5:00 p.m. Monday through Friday. The phone number for DSP is 213-740-0776.

Class Schedule (subject to tweakage)

Week	Date	Topic
1	08/25	Introduction, outline of the class, reading & sources. History of the Internet and 12 Music Marketing Milestones. Intro to HTML.
2	09/01	*Labor Day holiday (Wednesday class meets)*. Review of Internet terms and protocols; their meaning and uses. HTML basics. Introduction to CSS.
3	09/08	Continuation of HTML and CSS basics. Intro to file management and FTP. Creating an HTML bio page. *Exercise 1 assigned*. **LAST WEEK TO DROP WITHOUT A "W"**
4	09/15	*Exercise 1 due*. Intro to Wordpress and plug-ins. *Exercise 2 assigned*.
5	09/22	*Exercise 2 due*. Finding and modifying themes. Use of the child theme. Organize groups. *Exercise 3 assigned*.
6	09/29	*Exercise 3 due*. Graphics formats. Linking audio, video, photos, embedded audio and video players. Streaming and bandwidth issues. *Exercise 4 assigned*.
7	10/06	**Midterm Exam (written).** *Exercise 4 due*. Intermediate CSS and intro to CSS3. Collect website design examples *(group exercise)*. Creating a site map and initial design on paper – why and how. *Exercise 5 assigned*.
8	10/13	*Exercise 5 due*. Principles of usability in website design. Acquisition and preparation of assets. *Exercise 6 assigned. Begin asset acquisition.*
9	10/20	*Exercise 6 due*. Advanced CSS, a brief introduction to PHP and Javascript. Responsive websites. Designing and modifying sites for mobile. Design workflow. *Wireframes assigned.*
10	10/27	Introduction to SEO. Optimizing websites for speed and SEO. Leveraging Twitter, Facebook, Linked In, Google+, etc. *Wireframes due. Assets acquired.*
11	11/03	**Status presentations (Wed).** Advanced SEO and SEM. HTML5. Design and use of landing pages. WordPress multisite.
12	11/10	Turning WordPress into an app. Usability testing.**LAST WEEK TO DROP WITH A "W"**
13	11/17	Email marketing campaigns. Designing HTML email. The role of PR.
14	11/24	Websites online. Site review and troubleshooting. Individual meetings with groups begin.
15	12/01	Individual meetings continue. Turning the site over to the client.
	12/08	Websites online and functional. Frozen for grading.

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Bibliography:
There are a plethora of good books available on web design and implementation, although the technology moves so quickly that books can rapidly become outdated. Except where noted, these have lasting value and should serve a references for some time to come.

Godin, Seth. 1999. *Permission Marketing*; Pocket Books (ISBN: 1416526668).

Hutchison, Tom. 2008. *Web Marketing for the Music Business*; Focal Press (ISBN 978-0-240-81044-7).Williams, Robin. 2008. *The Non-Designer's Design Book, 3rd Ed.*; Peachpit Press (ISBN: 978-0-321-53404-2). *Note: most helpful for folks who can't draw – like me*.

Krug, Steve. 2005. *Don't Make Me Think!: A Common Sense Approach to Web Usability, Second Edition*; New Rider (ISBN: 978-0-321-34475-5). *Note: despite the date, this is still Good Stuff*.

Keith, Jeremy. 2010. *HTML5 For Web Designers*; A Book Apart (ISBN: 978-0-984425-0-8). *Note: this small and inexpensive volume is a good basic reference for HTML5's enhancements*.

Cederholm, Dan. 2010. *CSS3 For Web Designers*; A Book Apart (ISBN: 978-0-984425-2-2). *Note: see note for the Jeremy Keith volume*.

Lloyd, Ian. 2011. Build Your Own Website The Right Way Using HTML & CSS, Third Edition; Sitepoint (ISBN: 978-0-9870908-5-0). *Note: be sure to get the 3rd edition, as it begins to touch on HTML5 and CSS3*.

Grappone, Jennifer and Couzin, Gradiva. 2008. *Search Engine Optimization: An Hour a Day, Second Edition*; Sybex (ISBN: 978-0-470-22664-3). *Note: basic principles are good; however, tactics are outdated*.

Wallace, Heather R. 2010. *WordPress 3 Site Blueprints*; PACKT Publishing (ISBN: 978-1-847199-36-2). *Note: this may well become outdated; however, the step-by-step instructions and explanations are valuable if you want to build a theme*.