Advanced Web Publishing  
ITP 302 (2 Units)  

Course 31897R, Spring 2018  

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  
ITP 104

Instructor  
Nayeon Kim

Contact  
nayeonki@usc.edu

Office Hours  
TBA

Grader  
TBA

Lecture and Lab  
Mondays & Wednesdays 2:00pm – 3:20pm

Website  
http://itpwebdev.com

Textbooks  
Murach's HTML5 and CSS3, by Zak Ruvalcaba and Anne Boehm (optional)
**Grading**
The following percentage breakdown will be used in determining the grade for the course.

<table>
<thead>
<tr>
<th>Component</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><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**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**

**Attendance**
As this is a very hands-on course, attendance is critical to successfully learn the material taught in this class. As a result, attendance is taken every lecture via Blackboard’s Qwickly Attendance system. To get credit for attendance, you will go to Blackboard and “check-in” by entering a 4-letter code given by the instructor at the beginning of the class. The check-in period is open for 30 minutes. After this time, you will not receive credit for attendance. All students get TWO free passes for attendance that can be used without question. Anything beyond two absences will count as an absence, no exceptions.

**Assignments**
All assignment requirements and deadlines are posted on the class website. To submit an assignment, you will upload your work to USC’s server space as defined on the class website. It is your responsibility to ensure that your assignment file has been uploaded correctly to the USC server. You will get TWO late extension requests for any lab or assignment. Each extension gives you an extra 72 hours to submit the lab or assignment. To receive the extension, you must email the instructor and grader BEFORE the lab or assignment’s original deadline.

**Exam**
There is only one exam for this course (the midterm exam). No make-up exams (except for documented medical or family emergencies) will be offered. Final projects take place of the final exam.
**Final Project**
In this class, a final project takes place of a final exam. The final project is due on the last day of classes at 11:59pm. Final project presentations will take place on the Final Examination date as scheduled by the University. All students are required to attend.

**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.
Advanced Web Publishing
ITP302 (2 units)

Course Outline

Note: Schedule subject to change

Week 1
HTML and CSS Review,
Introduction to HTML5 semantic tags
Lab: Assignment page
HW: Creating an html5 “web experience” page (due W2)

Week 2
University Holiday,
Compound CSS Selectors, HTML5 Form, and Media Tags
HW: HTML5 survey and browser compatibility (due W3)

Week 3
CSS3: Position, opacity, colors, fonts, columns,
background images, transitions
HW: Interactive Web article (due W4)

Week 4
CSS Filters, CSS Sprites
HW: Sprite-driven web page (due W5)

Week 5
Introduction to Responsive Web Design,
Designing, writing stylesheets for multiple platforms,
Media queries.
Lab: Print stylesheet
HW: Adaptable web article (Due W6)

Week 6
Introduction to jQuery
Lab: jQuery exercises

Week 7
University Holiday,
jQuery review: syntax, selectors, effects, manipulation
Intermediate jQuery. JS Variables.
HW: jQuery interactive web page (due W8)

Week 8
Midterm Exams

Week 9
Working with CSS frameworks
HW: Bootstrap page (due W9)
Week 10  
jQuery Plugins, Animations
Other JS libraries: from Facebook to Scriptaculous
**Lab:** Plug-in implementation
**HW:** Animated data results in web page (due W10)

Week 11  
Building pages for mobile devices. “Mobile first” design.
Planning out narrative workflows for presentations.
**Lab:** Mobile site

Week 12  
Search engines, meta tags and traffic reports
Search engine optimization, Google Analytics,
Targeted Report

Week 13  
Survey and demos of Publishing and Development tools.
Content Management Systems (CMS).
Intro to podcasting, RSS feeds, XML.
Implementing design comps.

Week 14  
Special topics

Week 15  
*Final Project Presentations.*

**Final Projects Due**