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## ITP 104: Internet Publishing Technologies

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<b>Course:</b>	<b>Internet Publishing Technologies</b> <i>Generic (pre-semester) iteration</i> <i>2 Units</i>
<b>Lecture:</b>	<i>See schedule of classes</i>
<b>Lab:</b>	<i>See schedule of classes</i>
<b>Instructor:</b>	<b>Patrick Dent</b> OHE530D <a href="mailto:dent@usc.edu">dent@usc.edu</a> (213) 821-1400
<b>Office Hours:</b>	<i>TBA</i> <i>(Please make appointment when possible)</i>
<b>Grader:</b>	<b>TBA</b>
<b>Description:</b>	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, 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.

**Requirements:**

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 posted in an itp104 directory.

**Academic Integrity:**

Student should be aware of the universities policies regarding student conduct, and in particular issues related to academic integrity:

<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov03.html>  
<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov05.html>

**Grading:**

Grading will be based on lecture attendance and participation, completed assignments and projects, midterm grades, and a final individual project.

*Final grades will be determined as follows:*

<i>Weekly Quizzes, Assignments and Projects:</i>	<b>30%</b>
<i>Class Participation and Attendance:</i>	<b>15%</b>
<i>Midterm Examination:</i>	<b>20%</b>
<i>Individual Final Project:</i>	<b>35%</b>

**Projects:**

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.

Late projects will be credited for HALF of the total points. No projects will be accepted later than two weeks from the due date.

**Texts:**

**(Subject to change)**

**HTML: A Beginner's Guide, Third Edition, Willard, Osborne, 2006. (required)**

***Dreamweaver CS3 Hands-On Training, Chow, Peachpit Press,, 2007. (recommended)***

**Course Overview:**

Week 1	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML
Week 2	Basic HTML, FTP and 'uploading' files to a server
Week 3	Review of Basic HTML, 'Good code.' HTML Tables
Week 4	HTML Tables review, Introduction to Web design, color issues
Week 5	Intro to Graphic Production, HTML Forms
Week 7	Using CGI scripts with forms, Navigation and Information Architecture
Week 8	HTML review and navigation graphic production
Week 8	<b>HTML Exam</b>
Week 9	Using a 'visual editor', Introduction to Dreamweaver, HTML Frames
Week 10	Web technologies overview, The Web development industry, Next-generation development
Week 11	Style Sheets, Layers
Week 12	Introduction to Dynamic HTML, 'Behaviors' in Dreamweaver, 'Timelines' in Dreamweaver
Week 13	Search Engines, Web Marketing, Site Traffic
Week 14	Animated GIFs, Imagemaps, graphic production tips
Week 15	more DHTML (con't), Object-oriented programming, Introduction to Javascript, Beyond HTML to other Web technologies, Web Hosting

**Web projects posted by 6 p.m. to assignment page**

Student Presentations of Web Projects