
ITP 104: Internet Publishing Technologies

Course: **Internet Publishing Technologies**
<http://webdev.usc.edu/itp104t>
Fall 2012
Course 31809
2 Units

Lecture/Lab: *Tuesdays 5pm – 7:50 pm in KAP160*

Instructor: **Patrick Dent**
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(213) 821-1400

Office Hours: *Mondays 12:30 – 2 p.m.*
Tuesdays 12:30 – 2 p.m.
Wednesdays 12:30 – 2 p.m.
(Please make appointment when possible)

Grader: **Tina Hsu** <yitingh@usc.edu>

**Objective and:
Concepts** 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.

Grading:

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

Final grades will be determined as follows:

<i>Quizzes, Assignments and Projects:</i>	30%
<i>Class Participation. Attendance and Lab Exercises:</i>	15%
<i>Examination:</i>	20%
<i>Individual Major Project:</i>	35%

Final course marks are determined by standard formulas:

<i>A</i>	<i>100% - 93%</i>
<i>A-</i>	<i>92% - 90%</i>
<i>B+</i>	<i>89% - 87%</i>
<i>B</i>	<i>86% - 83%</i>
<i>B-</i>	<i>82% - 80%</i>
<i>C+</i>	<i>79% - 77%</i>
<i>C</i>	<i>76% - 73%</i>
<i>C-</i>	<i>72% - 70%</i>
<i>D+</i>	<i>69% - 67%</i>
<i>D</i>	<i>66% - 63%</i>
<i>F</i>	<i>62% and below</i>

Class Policies:

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 linked from a class assignment page.

Assignments:

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. Each student will maintain their own assignment page with links to all completed work in the course.

Late projects will be credited for HALF of the total points. No projects will be accepted later than one week from the due date. It is the responsibility of the student to contact the grader when posting late projects.

ITP Labs:

Before logging onto an ITP computer, students must ensure that they have emailed or saved projects created during the class or lab session. Any work not saved will be erased after restarting the computer. ITP is not responsible for any work lost.

ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Please contact your instructor for specific times and days for the current semester.

Academic Integrity:

The use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. It is often difficult to distinguish between a culpable act and inadvertent behavior resulting from the nervous tension accompanying examinations. When the professor determines that a violation has occurred, appropriate action, as determined by the instructor, will be taken.

Although working together is encouraged, all work claimed as yours must in fact be your own effort. Students who plagiarize the work of other students will receive zero points and possibly be referred to Student Judicial Affairs and Community Standards (SJACS).

All students should read, understand, and abide by the University Student Conduct Code listed in SCampus, and available at:
<http://www.usc.edu/student-affairs/SJACS/nonacademicreview.html>

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 as early in the semester as possible. DSP is located in STU301 and is open 8:30 a.m. – 5 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Texts:

Please note the below texts are optional texts for more detail and background in html, web publishing and Dreamweaver. Most week readings and tutorials from the Web will be posted.

Head First HTML, *First Edition*, Freeman and Freeman, O'Reilly, 2005. (*optional*)

Dreamweaver CS5.5: The Missing Manual, McFarland, O'Reilly, 2011. (*optional*)

Internet Publishing Technologies

ITP104 (2 units)

Course Outline:

Week 1	Aug 28	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML
Week 2	Sep 04	Basic HTML, FTP and 'uploading' files to a server <i>Lab:</i> Assignment Web page (due W3 on 9/11)
Week 3	Sep 11	Review of Basic HTML, 'Good code.' Adding images, Intro to Styles, Working with remote folders Project: Resume (due W4 on 9/18)
Week 4	Sep 18	"Divs", layout and the "box" model Project: Film Article (due W5 on 9/25)
Week 5	Sep 25	Intro to Stylesheets, div layouts continued. Project: Calendar (due W6 on 10/2)
Week 6	Oct 02	Some CSS "tricks", 'Introduction to Web design, color issues, Introduction to Graphic Production and Photoshop <i>Lab:</i> Graphic redesign (due W7 on 10/9) Project: Major project proposal (due W7 on 10/9)
Week 7	Oct 09	Creating re-usable CSS classes, using CSS frameworks, HTML Forms, HTML5 form attributes Project: Survey (due 2/28) Project: Major frontpage and graphics (due W8 on 10/16)
Week 8	Oct 16	HTML Review, Using a 'visual editor', Introduction to Dreamweaver, DW Site Manager <i>Lab:</i> Practice exam (due W9 on 10/23) <i>Lab:</i> Article (due W10 on 10/30)
Week 9	Oct 23	HTML Examinations

Week 10	Oct 30	Web technologies overview, The Web development industry, Next-generation development Project: Web tech/trends (due W11 on 11/6)
Week 11	Nov 06	Introduction to Dynamic HTML, 'Behaviors' in Dreamweaver, Different types of CSS positioning <i>Lab:</i> Behaviors (due W12 on 11/13)
Week 12	Nov 13	Creating interactivity in pages, animated "effects", Spry and advanced JS/jQuery widgets in DW. <i>Lab:</i> Interactive info page (due W13 on 11/20)
Week 13	Nov 20	CSS review and advanced CSS, Building drop-down menus without scripting <i>Lab:</i> CSS-based animated navigation (due W14 on 11/27)
Week 14	Nov 27	Imagemaps, CSS Sprites, Web video and iframes, Implementing an external jQuery script
Week 15	Dec 04	Graphic production and design tips for rollover graphics, Dreamweaver wrap-up, Taking your site beyond USC, Web Hosting and domains
	Dec 07	Major projects posted by 6 p.m. to assignment page
	Dec 12	Student Presentations of Major Projects