ITP 104: Internet Publishing Technologies

Course:	**Internet Publishing Technologies** *http://webdev.usc.edu/itp104t* *Spring 2013* *Course 31809* *2 Units*
Lecture/Lab:	*Tuesdays 5pm - 7:50 pm* in KAP160
Instructor:	**Patrick Dent** OHE530D *dent@usc.edu* *(213) 821-1400*
Office Hours:	Mondays Noon to 2 p.m. Tuedays Noon to 2 p.m. Wednesdasys 12:30 to 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:
Quizzes, Assignments and Projects:	**30%**
Class Participation. Attendance and Lab Exercises:	**15%**
Examination:	**20%**
Individual Major Project:	**35%**

Final course marks are determined by standard formulas:
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% - 63%*
F	*62% and below*

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 word 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.*

Internet Publishing Technologies
ITP104 (2 units)

Course Outline:

Week 1	Jan 15	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML
Week 2	Jan 22	Basic HTML, FTP and 'uploading' files to a server *Lab:* First Web page (due W3 – 1/29)
Week 3	Jan 29	Review of Basic HTML, 'Good code.' Working with images Intro to Styles **Project:** Resume (due W4 – 2/5)
Week 4	Feb 05	"Divs", layout and the "box" model **Project:** Film Article (due W5 – 2/12)
Week 5	Feb 12	Intro to Stylesheets, div layouts continued. **Project:** Calendar (due W6 – 2/19)
Week 6	Feb 19	Introduction to Web design, color issues, Introduction to Graphic Production and Photoshop *Lab:* Graphic redesign (due W7 – 2/26) **Project:** Major project proposal (due W7 – 2/26)
Week 7	Feb 26	HTML Forms **Project:** Survey (due W8 – 3/5) **Project:** Major frontpage and graphics (due W10 – 3/26)
Week 8	Mar 05	HTML Review, Using a 'visual editor', Introduction to Dreamweaver, *Lab:* Practice exam (due W9 – 3/12) *Lab***:** Article (due W10 – 3/26)
Week 9	Mar 12	**HTML Exam**
	Mar 19	*Spring Break*

Week 10	Mar 26	Web technologies overview, The Web development industry, Next-generation development **Project:** Web tech/trends (due W11 – 4/2)
Week 11	Apr 02	Introduction to Dynamic HTML, 'Behaviors' in Dreamweaver *Lab:* Behaviors (due W12 – 4/9)
Week 12	Apr 09	Imagemaps, intermediate graphics production, Animated GIFs, *Lab:* Animated banner (due W13 – 4/16)
Week 13	Apr 16	DHTML and layers (con't)
Week 14	Apr 23	TBA
Week 15	Apr 30	Dreamweaver wrap-up, Taking your site beyond USC, Web Hosting and domains
	May 03	**Major projects posted by 6 p.m. to assignment page**
	May 09	Student Presentations of Major Projects