

INTERNET PUBLISHING TECHNOLOGIES (ITP 104)

Spring 2013 Syllabus

Instructor	Rob Parke	Day / Time	Thurs 2:00 PM – 5:00 PM
Department	Information Technology Program	Location	KAP-160
Email	parke@usc.edu		
Office Hours	Listed on course website		

Required Textbook	none
Prerequisites	none
Credit	2 units
Website	http://webdev.usc.edu/itp104w/

Course Objectives

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.

Evaluation

Quizzes & Assignments	30%
Class Participation & Lab Exercises	15%
Exams	20%
Individual Major Project	35%

Grade Scale

A	100-93	B-	82-80	D+	69-67
A-	92-90	C+	79-77	D	66-65
B+	89-87	C	76-73	F	64 or below
B	86-83	C-	72-70		

Attendance and Drops

It is the student's responsibility to withdraw officially from a course.

Students are expected to attend all class meetings, and they must notify the instructor about absences due to illness prior to class. Student will be dropped from the class for excessive absences as well as for missing the first class meeting.

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 as well as to 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 Work

Assignments and projects will be accepted for full 50% credit for up to one week after 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://web-app.usc.edu/scampus/university-student-conduct-code/>

Academic Accommodations – Disabled Students Programs and Services (DSPS)

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 your TA) 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.

Cell Phone / Distraction Policy

Out of respect for all students, please turn off all phones or MP3 players and refrain from answering, texting, checking email, or updating Facebook / Twitter / etc. during class.

Syllabus / Course Changes

This syllabus is a guideline so it is each student's responsibility to note any changes that are made.

Optional Textbooks

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.

- Web Development and Design Foundations, Felke-Morris, 2012.
- Head First HTML, Freeman, 2005.
- Dreamweaver CS5.5: The Missing Manual, McFarland, O'Reilly, 2011.

COURSE OUTLINE

Note: Schedule subject to change

<i>Week 1</i>	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML
<i>Week 2</i>	Basic HTML, FTP and 'uploading' files to a server Lab: First Web page (due W3)
<i>Week 3</i>	Review of Basic HTML, 'Good code.' Working with images. Intro to Styles Assignment: Resume (due W4)
<i>Week 4</i>	"Divs", layout and the "box" model Assignment: Article Layout (due W5)
<i>Week 5</i>	Intro to Stylesheets, div layouts continued. Assignment: Calendar (due W6)
<i>Week 6</i>	Introduction to Web design, color issues, Introduction to Graphic Production and Photoshop Lab: Graphic redesign (due W7) Assignment: Major project proposal (due W7)
<i>Week 7</i>	HTML Forms Assignment: Survey (due W8) Assignment: Major project front page and graphics (due W10)
<i>Week 8</i>	HTML Review, Using a 'visual editor', Introduction to Dreamweaver. Lab: Practice exam (due W9) Assignment: News Article (due W9)
<i>Week 9</i>	Written and Practical HTML Exam
<i>Week 10</i>	Web technologies overview, The Web development industry, Next-generation development Assignment: Technology Paper (due W11)

<i>Week 11</i>	Introduction to Dynamic HTML, 'Behaviors' in Dreamweaver Lab: Behaviors (due W12)
<i>Week 12</i>	Imagemaps, intermediate graphics production, Animated GIFs. Lab: Animated banner (due W13)
<i>Week 13</i>	TBA
<i>Week 14</i>	TBA
<i>Week 15</i>	Dreamweaver wrap-up, Taking your site beyond USC, Web Hosting and domains

Major projects posted by 6 p.m. to assignment page
Student Presentations of Major Projects