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## ITP 499: Advanced Web Publishing

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**Course:**           **Advanced Web Publishing**  
*Spring 2032*  
*Course 32027*  
*2 Units*

**Lecture/Lab:**       *Tuesdays 2 - 4:50 p.m.*

**Instructor:**       **Patrick Dent**  
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**Description:**       This course will teach students advanced Web publishing skills as well as the basic topics necessary to be a webmaster.

**Skills and Concepts:**       Student 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. 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.

**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>	<b>30%</b>
<i>Class Participation and Lab Exercises:</i>	<b>15%</b>
<i>Examination:</i>	<b>20%</b>
<i>Individual Major Project:</i>	<b>35%</b>

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 weeks readings and tutorials from the Web will be posted.*

**TBA**

## Advanced Web Publishing ITP499 (2 units)

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### Course Outline:

- Week 1                      HTML and CSS Review,  
Introduction to HTML5  
*Lab: Creating an html5 Web page (Due W2)*
- Week 2                      Advanced CSS  
*Project: CSS3-driven page (due W3)*
- Week 3                      Designing, writing stylesheets for multiple platforms,  
Media query  
*Project: Adaptable web page (Due W4)*
- Week 4:                      CSS Sprites, intermediate production techniques  
*Project: Sprite-driven web page (Due W5)*
- Week 5:                      Working with CSS frameworks  
*Project: Creating a twitter site (Due W6)*
- Week 6:                      Introduction to jQuery  
*Lab: jQuery exercises (Due W7)*
- Week 7:                      Intermediate jQuery.  
Other JS libraries: from Facebook to Scriptaculous  
*Lab: Facebook login*  
*Project: Interactive page (Due W8)*
- Week 8:                      Examination
- Week 9:                      Mobile devices and jQuery mobile  
*Project: Mobile web page (Due W10)*
- Week 10:                      Animation basics: from jQuery to HTML5  
*Lab: Animation exercise (Due W11)*
- Week 11:                      Animation alternatives: From Flash to Animated GIFs  
*Project: Creating and integrating animations (Due W12)*
- Week 12:                      Search engines, meta tags and traffic reports  
*Lab: Writing targeted meta tags (Due W13)*

- Week 13: Search engine optimization, Google Analytics,  
Targeted Reports  
*Lab: Google analytics (Due W14)*
- Week 14: Introduction to Content Management Systems (CMS),  
Word Press and Drupal  
*Lab: Word Press blog (Due W15)*
- Week 15: Intro to podcasting, RSS feeds  
*Lab: Create and public audio podcast (Due end of W16)*
- Major projects posted to assignment page**
- Week 16: Student Presentations of Major Projects