

## **ITP 104: Web Publishing**

**Course:** **Web Publishing**  
*Fall 2013, Course 31806 (2 Units)*

**Lecture/Lab:** *Mondays from 5-7:50 p.m. in KAP 160*

**Instructor:** **David Tang** (*dtang@usc.edu*)

**Office Hours:** *Location: TBA*  
*Monday 12-2pm*  
*Tuesday 4-6pm*  
*Wednesday 10-12pm*

**Grader:** *TBA*

**Course Objective:** 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, CSS, 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. **Grades will be posted on Blackboard.**

### **Final grades will be determined as follows:**

<i>Assignments:</i>	<b>30%</b>
<i>Class Participation, Attendance, &amp; Labs:</i>	<b>15%</b>
<i>Midterm 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>

*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 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, Freeman, 2005. (optional)**

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

### Course Outline:

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|--------|---|
| Week 1 | Course introduction<br>Overview of the Internet<br>HTML Intro   |
| Week 2 | <i>University Holiday: Labor Day</i>  |
| Week 3 | Basic HTML, FTP, and moving files to a server<br><b>Lab: First Web page (due W4)</b>  |
| Week 4 | Review of Basic HTML, 'Good code'<br>Working with images, folder structure<br>Introduction to CSS – Inline styles<br><b>Assignment: Resume (due W5)</b> |
| Week 5 | Divs & layouts, Floats, and the box model<br><b>Assignment: Film Article Layout (due W6)</b>  |
| Week 6 | Divs & layouts (cont)<br>CSS: Internal Stylesheets<br><b>Assignment: Calendar (due W7)</b>  |
| Week 7 | Intro to web design: Color issues, navigations and CSS tricks, & page structure<br>Photoshop for web publishers   |

**Assignment: Project proposal (due W8)**  
**Lab: Graphic redesign (due W8)**

- Week 8      HTML Forms & USC form scripts  
**Assignment: Survey (due W10)**  
**Lab: Practice exam (due W9)**
- Week 9      **HTML & CSS Exam – Written & Practical Exam**  
**Assignment: Project homepage & graphics (due W11)**
- Week 10     Visual editors & Dreamweaver  
Doctypes  
Applying Styles in Dreamweaver  
CSS: External Stylesheets  
**Lab: News Article (due W11)**
- Week 11     Web Technologies Overview  
The Web Development industry  
**Assignment: Web tech/trends (due W12)**
- Week 12     Introduction to DHTML  
Dreamweaver Behaviors & Effects  
Spry Widgets  
**Lab: Behaviors (due W13)**
- Week 13     jQuery plugins  
**Lab: jQuery plugin (due W14)**
- Week 14     Relative and Absolute Positioning  
CSS Dropdown Menus  
DHTML and layers  
**Lab: Tooltip (due W15)**
- Week 15     Embedding video  
Facebook “Like” button  
Twitter integration  
Taking your site beyond USC  
**Major projects posted by 6pm to class page**
- Day of Final   Student Presentations of Major Projects