ITP 302: Advanced Web Publishing

Course: **Advanced Web Publishing**
http://webdev.usc.edu/itp302
Fall 2013
Course 31897
2 Units

Lecture/Lab: *Tuesdays 2 - 4:50 p.m. in KAP267*

Instructor: **Patrick Dent**
OHE530D
dent@usc.edu
(213) 821-1400

Office Hours: *Tuesdays* 1 – 2 p.m.
Wednesdays 12:30 – 3 p.m.
Thursdays 3:30 – 5 p.m.
(Please make appointment when possible)

Grader: Nayeon Kim <nayeonki@usc.edu>

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:
Projects:	**30%**
Class Participation 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 weeks readings and tutorials from the Web will be posted.*

Advanced Web Publishing
ITP302 (2 units)

Course Outline:

Week 1	Aug 27	HTML and CSS Review, Introduction to HTML5 semantic tags ***Lab:*** *Creating an html5 Web page (due W2 – 9/3)*
Week 2	Sep 03	CSS menus, HTML form and media tags *Lab: Assignment page (due W3 – 9/10)* ***Project:*** *HTML5 survey and browser compatibility*
Week 3	Sep 10	CSS3: Position, opacity, colors, fonts, columns, background images, transitions ***Project:*** *Interactive Web article (due W4 – 9/17)*
Week 4:	Sep 17	CSS Sprites, intermediate production techniques ***Project:*** *Sprite-driven web page (due W5 – 9/24)*
Week 5	Sep 24	Introduction to Responsive Web Design, Designing, writing stylesheets for multiple platforms, Media query ***Lab:*** *Print stylesheet (due W6 –10/1)* ***Project:*** *Adaptable web article (Due W6 – 10/1)*
Week 6:	Oct 01	Introduction to jQuery ***Lab:*** *jQuery exercises (due W8 – 10/8)* ***Lab:*** *Convert interactive article to jQuery* *(due W7 – 10/8)*
Week 7:	Oct 08	jQuery review: syntax, selectors, effects, manipulation Intermediate jQuery. ***Project:*** *jQuery interactive web page (due W8 – 10/15*
Week 8	Oct 15	Exam prep. Working with CSS frameworks ***Project:*** *Bootstrap page (due W9 – 10/22)*
Week 9:	Oct 22	**Examinations**

Week 10	Oct 29	jQuery animation, TBA Other JS libraries: from Facebook to Scriptaculous **Lab:** *Plug-in implementation (due W11 – 11/5)* **Project:** *Animated data results in web page* *(due W11—11/5)*
Week 11	Nov 05	Building pages for mobile devices **Project:** *Mobile site (due W12 – 11/12)*
Week 12:	Nov 12	Review of jQuery Mobile. Tools and techniques. TBA **Project:** *Tutorial planning and workflow* *(due W13 – 11/19)*
Week 13:	Nov 19	Implementing design layouts. Creating graphics for RWD. **Lab:** *TBA (due W14 –11/26)*
Week 14:	Nov 26	Search engines, meta tags and traffic reports Search engine optimization, Google Analytics, Targeted Reports. More TBA **Lab:** *Implementing Google analytics (Due W15 – 12/3)*
Week 15:	Dec 03	Content Management Systems. Podcasting, RSS feeds. TBA **Lab:** *TBA (due W16 – 12/12)*
	Dec 06	**Major projects posted to assignment page**
	Dec 12	Student Presentations of Major Projects