

# Web Publishing

## ITP 104 (2 Units)

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Course 32034, Aug 25 – Oct 10, 2014



### Objective

This course is intended to teach the basic languages and tools involved in web publishing. Each student will individually build and publish a web site.

### Concepts

The core web publishing languages of HTML and CSS, the fundamentals of how Web pages and sites 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.

### Prerequisites

None.

### Instructor

Patrick Dent

### Contact

[dent@usc.edu](mailto:dent@usc.edu) / OHE530D / 213/821-1400

### Office Hours

See course site  
*Please make an appointment when possible.*

### Grader

Sara Clayton <[saraclay@usc.edu](mailto:saraclay@usc.edu)>

### Lecture and Lab

Tuesdays and Thursdays 9:30 a.m. – 12:15 p.m. in KAP160

### Website

<http://webdev.usc.edu/itp104tth>

### Required Textbooks

None.

## Grading

The following percentage breakdown will be used in determining the grade for the course.

Assignments	30%
Participation and labs	15%
Examinations	20%
Major Project	35%
Total	100%

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## Grading Scale

The following shows the grading scale to be used to determine the letter grade.

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	66-65
F	64 or below

## Policies

No make-up exams (except for documented medical or family emergencies) will be offered nor will there be any changes made to the Final Exam schedule, except as permitted by university rules.

Due dates and requirements for all Labs and Assignments will be posted on the course site. Students will “post” their work to their USC web space as defined on the course site.

It is the student’s responsibility to post work by the due date following the defined class procedures, even if you miss class. Work turned in late will lose 10% credit per day and late work is not accepted after two weeks past the due date. To receive credit for late work you MUST email the grader that you posted a lab or assignment after the due date or you will not receive credit.

An attendance sheet will be circulated each lecture. You must sign in for lecture to receive lecture attendance credit.

## IT Help

Hours of Service: 8AM-9PM; Phone: 213-740-0517; Email: [engrhelp@usc.edu](mailto:engrhelp@usc.edu)

## Incomplete and Missing Grades

Excerpts for this section have been taken from the University Grading Handbook, located at <http://www.usc.edu/dept/ARR/grades/gradinghandbook/index.html>. Please see the link for more details on this and any other grading concerns.

A grade of Missing Grade (MG) “should only be assigned in unique or unusual situations... for those cases in which a student does not complete work for the course before the semester ends. All missing grades must be resolved by the instructor through the Correction of Grade Process. One calendar year is allowed to resolve a MG. If an MG is not resolved [within] one year the grade is changed to [Unofficial Withdrawal] UW and will be calculated into the grade point average a zero grade points.

A grade of Incomplete (IN) “is assigned when work is no completed because of documented illness or other ‘emergency’ **occurring after the twelfth week** of the semester (or 12<sup>th</sup> week equivalency for any course scheduled for less than 15 weeks).”

## 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 to your course instructor (or TA) as early in the semester as possible. If you need accommodations for an exam, the form needs to be given to the instructor at least two weeks before the exam.

DSP is located in STU 301 and is open from 8:30am to 5:00pm, Monday through Friday. Contact info: 213-740-0776 (Phone), 213-740-6948 (TDD only), 213-740-8216 (FAX), [ability@usc.edu](mailto:ability@usc.edu), [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html).

## Emergency Preparedness/Course Continuity in a Crisis

In case of emergency, when travel to campus is difficult, if not impossible, USC executive leadership will announce a digital way for instructors to teach students in their residence halls or homes using a combination of the Blackboard LMS (Learning Management System), teleconferencing, and other technologies. Instructors should be prepared to assign students a “Plan B” assignment that can be completed ‘at a distance.’ For additional information about maintaining your classes in an emergency, please access: <http://cst.usc.edu/services/emergencyprep.html>

## Academic Integrity

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. SCampus is USC's Student Guide to Policies and Conduct Code and can be found at: <http://scampus.usc.edu>. Section 11 contains the Behavior Violating University Standards and Appropriate Sanctions and can be found at: <http://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards (SJACS) for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. An academic integrity tutorial can be found at: [http://www.usc.edu/libraries/about/reference/tutorials/academic\\_integrity/index.php](http://www.usc.edu/libraries/about/reference/tutorials/academic_integrity/index.php).

Examples of behavior violating University standards:

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Acquisition of term papers or other assignments from any source and the subsequent presentation of those materials as the student's own work, or providing term papers or assignments that another student submits as his/her own work.
- Obtaining for oneself or providing for another person a solution to homework, a project or other assignments, or a copy of an exam or exam key without the knowledge and expressed consent of the instructor.
- Unauthorized collaboration on a project, homework or other assignment. Collaboration between students will be considered unauthorized unless expressly part of the assignment in question or expressly permitted by the instructor.
- Fabrication: Submitting material for lab assignments, class projects or other assignments which is wholly or partially falsified, invented or otherwise does not represent work accomplished or undertaken by the student.
- Forgery, unauthorized alteration or unauthorized use of any university document, records, keys or instruments of identification, or of documents or records related to functions of the university.

If the instructor, a grader, or a lab assistant suspects you of academic dishonesty, it has to be reported to SJACS. Do not share lab assignments with another student. Do not submit another student's work as your own. Do not look at other students' papers during exams. Do not leave the room during an exam. Do not cheat! As Trojans, we are faithful, scholarly, skillful, courageous, and ambitious.

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### Course Outline

Week 1a	Aug 26	Course introduction. Overview of the Internet and the World Wide Web and related technologies.
Week 1b	Aug 28	Introduction to HTML. Basic HTML, FTP and 'uploading' files to a server <b>Lab:</b> First Web page (due W2a – 9/2)
Week 2a	Sep 02	Review of Basic HTML, 'Good code.' Working with images Intro to Styles <b>Project:</b> Resume (due W2b – 9/4)
Week 2b	Sep 04	"Divs", layout and the "box" model <b>Project:</b> Film Article (due W3a – 9/9)
Week 3a	Sep 09	Intro to Stylesheets, div layouts continued. <b>Project:</b> Calendar (due W3b – 9/11) <b>Project:</b> Major project proposal (due 3b – 9/11)
Week 3b	Sep 11	HTML Forms, HTML Review, <b>Project:</b> Survey (due W4a – 9/16) <b>Project:</b> Major frontpage and graphics (due 5a – 9/23)
Week 4a	Sep 16	Introduction to Web design, color issues, Introduction to Graphic Production and Photoshop <b>Lab:</b> Practice exam (due 4b – 9/18)
Week 4b	Sep 18	<b>HTML Exam</b>

Week 5a	Sep 23	Using a 'visual editor', Introduction to Dreamweaver, Introduction to Dynamic HTML, Interactivity and 'Behaviors' in Dreamweaver <b>Lab:</b> Behaviors (due W5b – 9/25)
Week 5b	Sep 25	Interactivity and DHTML Part 2, Effects, Plug-ins <b>Lab:</b> Info page with pop-ups (due W6a – 9/30)
Week 6a	Sep 30	CSS2, compounds, navigations <b>Lab:</b> CSS nav (due W6b – 10/2)
Week 6b	Oct 02	iFrames and embedded video, Loading fonts, Image maps and sprites
Week 7a	Oct 07	Advanced Photoshop
Week 7b	Oct 09	Final project wrap-up, Taking your site beyond USC, Web hosting and domains Web technologies overview, The Web development industry, Next-generation development
	<b>Oct 10</b>	<b>Major projects posted by 6 p.m. to assignment page</b>