

# Web Publishing

## ITP 104 (2 Units)

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Course 31806, Spring 2015



### 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

Nayeon Kim

### Contact

nayeonki@usc.edu

### Office Hours

Mondays 5 - 5:50pm at OHE 530A

### Grader

TBA

### Lecture and Lab

Mondays 6 - 8:50 p.m. at KAP160

### Website

<http://itpwebdev.herokuapp.com/#/104>

### 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%
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Total	100%

## 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>

## Statement on Academic Conduct and Support Systems

### Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/departement-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

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.

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.

### Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

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### Course Outline

Week 1	8/24	Course introduction, Overview of the Internet and the World Wide Web and related technologies.
Week 2	8/31	Introduction to HTML and CSS, Basic HTML, FTP and 'uploading' files to a server, <i>Lab</i> : First Web page (due in class) <b>Project</b> : Resume (due W4)
Week 3	9/7	<i>University Holiday</i>
Week 4	9/14	Review of Basic HTML, 'Good code,' "Divs", layout and the "box" model <b>Project</b> : Film Article (due W5)
Week 5	9/21	Intro to Stylesheets, div layouts continued <b>Project</b> : Calendar (due W6) <b>Project</b> : Major project proposal (due W7)
Week 6	9/28	Graphic CSS, Creating re-usable CSS classes, HTML Forms Display, position, max-, min- CSS properties <b>Project</b> : Survey (due W7)
Week 7	10/5	Introduction to Web design, site mock-ups and planning. Introduction to Graphic Production and Photoshop. HTML Review and Exam Prep <i>Lab</i> : Practice exam (due W8)
Week 8	10/12	<b>HTML Exam</b>
Week 9	10/19	Using a 'visual editor', Introduction to Dreamweaver, External Stylesheets, CSS2, compounds, navigations <i>Lab</i> : CSS nav (due W10) <b>Project</b> : Major frontpage and graphics (due W11)

Week 10	10/26	Introduction to Dynamic HTML, Interactivity and 'Behaviors' in Dreamweaver, Building a webpage in Dreamweaver <b>Project:</b> Behaviors (due W11)
Week 11	11/2	Interactivity and DHTML Part 2, Basic interactions using jQuery, Plug-ins <i>Lab:</i> jQuery Plug-in (due W12)
Week 12	11/9	Web technologies overview, The Web development industry, Next-generation development Industry Panel
Week 13	11/16	Introduction to Responsive Web Design, iFrames and embedded video, Loading fonts, Basic social media integration (e.g. Facebook Like/Share Button) <i>Lab:</i> TBD (due W14)
Week 14	11/23	Introduction to Wordpress, Wordpress Themes, Plug-ins <i>Lab:</i> Create a basic Wordpress site (due W15)
Week 15	11/30	Final project wrap-up, Taking your site beyond USC, Web hosting and domains  <b>Major projects posted by 6 p.m. to assignment page</b>
Final Exam	12/14	Student Presentations of Major Projects