

# Web Publishing and Development

## ACAD 599 (3 Units)

USC Jimmy Iovine  
and Andre Young  
Academy

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Course 31814, Summer 2016

### Objective

This course is intended to teach the basic languages and tools involved in web publishing and development. Student will build and publish a web site with interactive features.

### Concepts

The core web publishing languages of HTML, CSS and jQuery, 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 introductory knowledge of web development topics such as as programming and scripting.

### Prerequisites

None.

### Instructor

Patrick Dent

### Contact

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

### Office Hours

TBA

### Grader

TBA

### Lecture and Lab

Tuesdays and Thursdays 2 - 5 p.m in KOH208  
(May 18 - July 5, 2016)

### Website

TBA

### 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.

## 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).”

## 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*, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: <http://www.usc.edu/dept/publications/SCAMPUS/gov/>. 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/>.

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.

## 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>

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### Course Outline

Meeting 1	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML. Basic HTML, FTP and 'uploading' files to a server <b>Lab:</b> <i>First Web page</i> (due M2)
Meeting 2	Review of Basic HTML, 'Good code.' Working with images. Intro to Styles. "Divs", layout and the "box" model <b>Lab:</b> <i>Resume</i> (due M3) <b>Project:</b> Film Article (due M3)
Meeting 3	Intro to Stylesheets. Internal and external css. Div layouts with classes. <b>Project:</b> Calendar (due M4)
Meeting 4	Graphic CSS. CSS compounds. Div positioning. CSS-based navigations. HTML4 form objects. HTML5 form objects. <b>Lab:</b> <i>CSS navigation</i> (due M5) <b>Project:</b> Survey (due M5)
Meeting 5	Introduction to Web design, color issues, Introduction to Graphic Production and Photoshop, Selections, Layers, Masks. <b>Lab:</b> <i>Graphic redesign</i> (due M6) <b>Project:</b> Major project proposal (due M5)
Meeting 6	HTML Review. Introduction to Responsive Web Design, Designing, writing stylesheets for multiple platforms, Media queries <b>Lab:</b> <i>Print stylesheet</i> (due M8) <b>Lab:</b> Practice exam (due M7) <b>Project:</b> Major frontpage and graphics (due M8)

Meeting 7	<b>HTML and CSS Exam</b>
Meeting 8	Using a 'visual editor', Introduction to Dreamweaver. HTML5 Semantic and meta tags. CSS3: Position, opacity, colors, fonts, columns, background images, transitions. <b>Lab:</b> <i>Interactive, animated content</i> (due M9) <b>Project:</b> Web tech/trends (due M9)
Meeting 9	Introduction to Dynamic HTML, Interactivity and 'Behaviors' in Dreamweaver. Interactivity and DHTML Part 2, Effects, Plug-ins. Web technologies overview, The Web development industry, Next-generation development  <b>Lab:</b> <i>Behaviors</i> (due M9) <b>Project:</b> Article with pop-ups (due M9)
Meeting 10	Intro to jQuery. Syntax, selectors, effects, manipulation <b>Lab:</b> <i>jQuery exercises</i> (due M10) <b>Project:</b> Interactive article (due M10)
Meeting 11	jQuery review. Intermediate jQuery. jQuery animation. <b>Lab:</b> <i>Storyboard of presentation</i> (due M11) <b>Project:</b> jQuery presentation (due M11)
Meeting 12	Responsive Web Design revisited. Implementing a design comp. Creating RWD graphics. <b>Lab:</b> <i>Photoshop and RWD</i> (due M12) <b>Project:</b> RWD version of project frontpage (due M13)
Meeting 13	Building pages for mobile devices. jQuery Mobile. Working with CSS frameworks. Intro to Bootstrap. <b>Lab:</b> <i>jQuery mobile page</i> (due M14) <b>Project:</b> <i>Bootstrap page</i> (due M14)
Meeting 14	Search engines, meta tags and traffic reports Search engine optimization, Google Analytics, Targeted Reports. Content Management Systems. Web hosting and domains Intro to development. Server-side scripting and databases. Client-side scripting and Javascript.

***Lab: Implementing Google analytics (Due M14 + 1 day)***  
**Major project posted by midnight**