

Advanced Web Publishing

ITP 302 (2 Units)



Course 32016R, Spring 2017

Objective

Advanced topics in Web Publishing including HTML5, CSS3, and jQuery. Concept and theory of responsive design. Miscellaneous Webmaster topics including analytics, podcasting and search engine optimization.

Concepts

Students 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, and learn how to convert design comps into pages. 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.

Prerequisites

ITP 104

Instructor

Kimberly Rubal

Contact

rubal@usc.edu

Office Hours

Online

Lecture and Lab

Monday 5 p.m. – 7:50 p.m. in GFS 222

Website

Blackboard will be used for all lectures, assignments, labs, resources and exams. Class web site: <http://www.uscitpweb.com>

Textbooks

Murach's HTML5 and CSS3, by Zak Ruvalcaba and Anne Boehm (optional)

Grading

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

Attendance	10 pts
Homework (8)	70 pts
Labs (6)	60 pts
Mid-Term	110 pts
Final Project	50 pts
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Total	300 pts

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

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 12th 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

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.

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 1	Jan 9	Lecture 01: HTML, CSS Review, FTP and Text Editor Introduction to HTML5 semantic tags Lab1: <i>Personal Course page</i> HW1: <i>Web Experience page</i>
Week 2	Jan 16	University Holiday – Martin Luther King Holiday
Week 3	Jan 23	Lecture 02: Compound CSS Selectors, HTML5 Form Media Tags HW2: <i>HTML5 survey and browser compatibility report</i>
Week 4	Jan 30	Lecture 03: CSS3: Position, opacity, color, font, column, background-image, transition HW3: <i>Interactive Web article</i>
Week 5	Feb 6	Lecture 04: CSS Filters, CSS Sprites HW4: <i>Sprite-driven web page</i>
Week 6	Feb 13	Lecture 05: Introduction to Responsive Web Design Designing, writing stylesheets for multiple platforms Media Queries Lab2: <i>Print stylesheet</i> HW5: <i>Adaptable web article</i>
Week 7	Feb 20	University Holiday – President’s Day Holiday
Week 8	Feb 27	Lecture 06: Introduction to jQuery Debugging jQuery HW6: <i>jQuery interactive web page</i> Lab3: <i>jQuery exercises</i> jQuery review: syntax, selectors, effects, manipulation
Week 9	Mar 6	Mid-Term Lecture 07: jQuery Part II
Week 10	Mar 13	Spring Break – Sunshine and R&R

Week 11	Mar 20	Lecture 08: jQuery Plugins, Animations Lab4: <i>Plug-in implementation</i> HW7: <i>Animating Sport Event</i>
Week 12	Mar 27	Lecture 09: Building pages for mobile devices Planning out narrative workflows for presentations Lab5: <i>Bootstrap Responsive Page</i>
Week 13	Apr 3	Lecture 10: Flexbox Layout Search engines, Meta tags and traffic reports Search engine optimization, Google Analytics,
Week 14	Apr 10	Lecture 11: Survey/Demos of Publishing and Development tools Content Management Systems (CMS) Lab6: <i>WordPress</i>
Week 15	Apr 17	Lecture 12: Intro to podcasting, RSS feeds, XML Implementing design comps. HW8: <i>Podcast RSS Feed</i>
Finals Week	Apr 24	Final Projects Due Final Project Presentations