

## **JOUR 320: Introduction to Coding for Storytelling 2 Units**

**Fall 2020 – Tuesdays – 12-2:20 p.m.**

**Section:** 21164D

**Location:** Online

**Instructor:** Annelise Bamberg

### **I. Course Description**

The internet has radically changed how we consume the news. Text, audio and video used to be siloed, with each form of media relegated to print, TV and radio, respectively. Audiences now expect to interact with news content that has all these previous forms of media combined, as well as complex data. No one knows exactly what content presentation will look like in 10 years, let alone in five years. It changes month to month, day to day. But one thing is certain: consumers expect current technology and up-to-date design. The most brilliant piece of investigative journalism still needs to look good and conform with coding best practices if it is to have an impact.

In this course, you will learn the basic web technologies (HTML, CSS, JavaScript and jQuery) needed to build modern interactive multimedia projects. In addition, you will use contemporary storytelling skills to create advanced online story packages with multiple elements, including text, visuals (video, photos, graphics, etc.), audio, interactivity and navigation, with heavy emphasis on web development and coding. You will conceive, design, code and produce an advanced multimedia package.

Why are you learning these skills when apps and templates already exist to publish news stories? WordPress and other tools are indeed helpful when presenting a basic article that contains just words and photos. But the moment you want to do something creative, something that will draw the reader into the story and make her interact with its content, these plug-and-play tools become very restrictive. When you know how to write your own code, the possibilities for digital storytelling are endless.

The class will meet once a week for direct instruction, hands-on exercises and more. You will practice your coding skills with focused assignments. In addition to your assignments, you must pitch and produce one longer project during the semester. This can be an individual project or a group project of no more than three people working together.

While coding is the next crucial skill for creative professionals, not everyone will come out of this course as a developer. But no one will be left behind, and at the very least you will understand the role and potential for web development in the present and future of the creative professions. You will also be able to communicate your ideas in the vocabulary of web development. That in itself is invaluable in getting you a job in today's market.

### **II. Student Learning Outcomes**

The goal of this course is to teach you how to use front-end web development to produce engaging and innovative multimedia stories.

By the end of this course, you should be able to sketch, design and code a mobile-friendly website from scratch, using HTML, CSS, JavaScript and JQuery plug-ins to tell a rich multimedia story. Building on your journalistic storytelling skills, this class focuses solely on the creation and production of stories told only via the web.

### III. Course Notes

This course will take place online this semester via Zoom video conferencing. Each class will be recorded and automatically uploaded to Blackboard.

### IV. Description and Assessment of Assignments

**Assignment 0:** Multimedia/interactive examples. Due Week 2.

**Assignment 1:** HTML/CSS problem set. Due Week 4.

**Assignment 2:** Flexbox and responsive. Due Week 6.

**Assignment 3:** JQuery problem set 1. Due Week 9.

**Assignment 4:** JQuery problem set 2. Due Week 12.

**Final Project:** Due on day of scheduled final exam.

### V. Grading

#### a. Breakdown of Grade

Assignment	Points	% of Grade
<b>Assignment 0:</b> Multimedia/interactive examples	5	5%
<b>Assignment 1:</b> HTML/CSS problem set	15	15%
<b>Assignment 2:</b> Flexbox and responsive	10	10%
<b>Assignment 3:</b> JQuery problem set 1	20	20%
<b>Assignment 4:</b> JQuery problem set 2	20	20%
<b>Final Project</b>	25	25%
Participation	5	5%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

#### b. Grading Scale

The final letter grade will be calculated as such:

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

#### c. Grading Standards

The content of your projects must meet all journalistic standards: adherence to AP style, grammatically correct, well proofed, and most importantly, the work must be your own (see the plagiarism policies below under IX. Policies and Procedures).

This is a coding class so format, neatness and documentation will be graded. I will take up to 2 (of 20) points off for bad formatting on any given assignment.

Points will be taken off if problems on assignments are not completed.

Participation will be graded on a number of criteria, including (but not exclusively) collaboration and helping out classmates if you understand something that someone else is struggling with.

**If on your assignments you simply copy and paste a classmate's work into your assignment, your instructor will be able to tell, and you will not get any credit. That is also called plagiarism.**

I also grade on effort. Not everyone will find this course material easy, but if you try your hardest (and I can tell), your grade will reflect that. However, simply passing in an incomplete assignment does not count as effort. Effort means that you have tried to complete the assignment, identified where you are having trouble and then sought out your instructor for extra help.

"A" and "B" projects/assignments should have ALL components; i.e., students should not get higher than a C+ unless everything is turned in.

- "A" project/assignment is submitted on time, has only minor bugs, JS well formatted and documented, and shows exceptional effort and creativity.
- "B" project/assignment is on time, and completed but requires more than minor bug fixes (CSS styling as well as JavaScript/JS functionality) and/or is not documented correctly or is badly formatted. Fulfills all basic requirements, but nothing beyond that.
- "C" project/assignment is late, is not complete and/or functioning. Requires major bug fixes. The student should have requested help from the professor.
- "D" project/assignment is late, incomplete, failed to meet the major criteria of the assignment, has numerous errors. Should not have been submitted.
- "F" project/assignment has not been submitted or is plagiarized from someone else's code or project. You can use someone else's code as example or inspiration, but you cannot present someone else's project as your own.

In addition, style errors and other breaches of journalistic standards will result in point deductions. Extra design and creativity is given extra credit.

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Staging video or telling interview subjects what to say.
- Using video shot by someone else and presenting it as original work.
- Shooting video in one location and presenting it as another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more "dramatic" video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Missing a deadline.

## **VI. Assignment Submission Policy**

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.

Assignments should be submitted via a Dropbox link that will be provided to you. All coding assignments should be .zipped up before submission. The project folder and the zip file should be named like so: "lastname-firstname-assignment[number]". Please rename your project folder *before* you zip it up for submission.

Students are encouraged to submit their work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit <http://bit.ly/SubmitAnnenbergMedia> for more information about that submission and review process and email Daily Trojan news editors at [dt.city@gmail.com](mailto:dt.city@gmail.com) for more on how to pitch your work to the campus newspaper.

## VII. Required Readings and Supplementary Materials

While there is no required text in this course, there are a number of websites and tutorials you will be asked to read and work your way through, including:

**Assignments and reference materials can be found at <http://peggybustamante.com/ascjcoding/>**

- HTML tutorial: <http://w3schools.com/html/default.asp>
- CSS tutorial: <http://w3schools.com/css/default.asp>
- Begin Bootstrap tutorials: <http://www.w3resource.com/twitter-bootstrap/tutorial.php> and <http://getbootstrap.com/2.3.2/getting-started.html>
- JavaScript tutorial: <http://w3schools.com/js/default.asp>
- JQuery tutorial: <http://w3schools.com/jquery/default.asp>

For reference textbooks, these are recommended:

- "HTML & CSS: Design and build websites" by Jon Duckett (John Wiley & Sons, Inc., 2011)
- "JavaScript & JQuery: Interactive front-end web development" by Jon Duckett (John Wiley & Sons, Inc., 2014)

These are also good reference and learning sites:

- Lynda (<http://www.usc.edu/its/lynda>)
- W3Schools (<http://www.w3schools.com/>)
- Codecademy (<http://www.codecademy.com>)

## VIII. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

## IX. Add/Drop Dates for Session 001 (13 weeks: 8/17/20 – 11/13/20)

**Friday, September 4:** Last day to register and add classes for Session 001

**Friday, September 4:** Last day to change enrollment option to Pass/No Pass or Audit for Session 001

**Friday, September 4:** Last day to drop a class and receive a refund to avoid a mark of "W" on student record and STARS report

**Friday, September 4:** Last day to purchase or waive tuition refund insurance for fall

**Friday, October 2:** Last day to drop a course without a mark of "W" on the transcript only. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

**Friday, October 2:** Last day to change a Pass/No Pass course to letter grade

**Friday, November 6:** Last day to drop a class with a mark of "W" for Session 001

## X. Course Schedule: A Weekly Breakdown

NOTE: Assignments and reference material can be found at <http://peggybustamante.com/ascjcoding/>

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
<b>Week 1</b> <b>Date: 8/18</b>	Syllabus, Class Projects, Semester Overview, Intros. Skills assessment. Historical perspective on news presentation. Web development overview. Build basic "Hello, World" page.	<b>Assignment 0:</b>  Multimedia/inter-active examples. Due Week 2  <b>Reading:</b> HTML tutorial <a href="http://www.w3schools.com/html/default.asp">http://www.w3schools.com/html/default.asp</a>	
<b>Week 2</b> <b>Date: 8/25</b>	<b>Intro to HTML &amp; CSS:</b>  Discuss interactive/multimedia examples from homework assignment.  Overview of CSS and properties necessary for page layout. Hands-on: build a navbar and a photo gallery.	<b>Assignment 1:</b> HTML/CSS problem set. Due Week 4 before class  <b>Reading:</b> CSS tutorial <a href="http://bit.ly/w3css">http://bit.ly/w3css</a> : Sections "CSS Home" through "CSS Tables". CSS tutorial <a href="http://bit.ly/w3css">http://bit.ly/w3css</a> : Sections "CSS Box Model" through "CSS Pseudo- elements"	<b>Assignment 0 due</b>
<b>Week 3</b> <b>Date: 9/1</b>	<b>HTML &amp; CSS: Part 2</b> <b>Positioning and layouts</b>		

<p><b>Week 4</b> <b>Date: 9/8</b></p>	<p><b>HTML &amp; CSS: Part 3</b> <b>New HTML5 elements: &lt;audio&gt; and &lt;video&gt; tags:</b> Review problems with Assignment 2. CSS positioning. A look at new tags in HTML5, including audio and video. Hands-on in class: Add background video and images. Basic Parallax scrolling page.</p>	<p><b>Assignment 2:</b> Flexbox and responsive. Due Week 6 before class  <b>Reading:</b> Positioning tutorial: <a href="https://www.w3schools.com/css/css_positioning.asp">https://www.w3schools.com/css/css_positioning.asp</a>  HTML5 tutorial: <a href="http://www.w3schools.com/html/html5_intro.asp">http://www.w3schools.com/html/html5_intro.asp</a></p>	<p>Assignment 1 due</p>
<p><b>Week 5</b> <b>Date: 9/15</b></p>	<p><b>Flexbox and introduction to responsive design principles:</b> Overview of Assignment 2.5 and 3. Flexbox and media queries. Hands-on in class: Making a basic page responsive and mobile ready.</p>	<p><b>Reading:</b> CSS Flexible Box Layout Module: <a href="https://www.w3schools.com/css/css3_flexbox.asp">https://www.w3schools.com/css/css3_flexbox.asp</a>  Responsive Web Design: <a href="https://www.w3schools.com/css/css_rwd_mediaqueries.asp">https://www.w3schools.com/css/css_rwd_mediaqueries.asp</a></p>	
<p><b>Week 6</b> <b>Date: 9/22</b></p>	<p><b>JQuery &amp; JavaScript: Part 1</b>  Overview of JavaScript and jQuery, from plugins to actual coding.  Covering basic built-in tools and animation jQuery.</p>	<p><b>Assignment 3:</b> JQuery problem set 1. Due Week 9 before class  <b>Reading:</b> JQuery tutorial: <a href="http://w3schools.com/jquery/default.asp">http://w3schools.com/jquery/default.asp</a>. Sections “jQuery Home” through “jQuery Events”.  JavaScript tutorial: <a href="http://www.w3schools.com/js/default.asp">http://www.w3schools.com/js/default.asp</a>. Section “JS Home” through “JS Comments”</p>	<p><b>Assignment 2 due</b></p>

<p><b>Week 7</b> <b>Date: 9/29</b></p>	<p><b>JQuery / JavaScript: Part 2</b></p> <p>Dynamically changing HTML elements and CSS.</p>	<p><b>Reading:</b> JQuery tutorial: w3schools.com/jquery/default.asp. Under "JQuery HTML", sections "JQuery Get" and "JQuery Set."</p> <p>JavaScript tutorial: http://www.w3schools.com/js/default.asp. Section "JS Variables" thru "JS Datatypes"</p>	
<p><b>Week 8</b> <b>Date: 10/6</b></p>	<p><b>JQuery /JavaScript: Part 3</b></p> <p>Learning to get and set data from forms, attributes and HTML elements. Intro to variables.</p>	<p><b>Assignment 4:</b> JQuery problem set 2. Due Week 12 before class</p> <p><b>Reading:</b> JQuery tutorial: http://w3schools.com/jquery/default.asp. Under "JQuery HTML", sections "JQuery Add" through "JQuery Dimensions"</p>	<p><b>Assignment 3 due</b></p>
<p><b>Week 9</b> <b>Date: 10/13</b></p>	<p><b>JavaScript and JQuery: Fun with interactivity</b></p> <p>A look at what's possible with jQuery plugins, widgets and more.</p>	<p><b>Reading:</b> Bootstrap tutorials: <a href="http://www.w3resource.com/twitter-bootstrap/tutorial.php">http://www.w3resource.com/twitter-bootstrap/tutorial.php</a></p>	
<p><b>Week 10</b> <b>Date: 10/20</b></p>	<p><b>JQuery Plugins and useful widgets Part 1:</b></p> <p>Learning to use the Cycle plugin for photo galleries and other sliding elements.</p>	<p><b>Assignment: Final Project specs</b></p> <p><b>Reading:</b></p> <p>JQuery Cycle Plugin: <a href="http://jquery.malsup.com/cycle/">http://jquery.malsup.com/cycle/</a></p>	

<b>Week 11</b> <b>Date: 10/27</b>	<b>JQuery Plugins and useful widgets Part 2:</b> Build a popup from scratch. Learn to use the scrolling plugin Waypoints.js	<b>Reading:</b> Creating <a href="https://www.w3schools.com/w3css/w3css_modal.asp">https://www.w3schools.com/w3css/w3css_modal.asp</a>	<b>Assignment 4 due</b>
<b>Week 12</b> <b>Date: 11/3</b>	<b>JQuery Plugins and useful widgets Part 3:</b> How to make an audio rollover gallery, use HTML5 audio and video tags, and change elements on the page as a user scrolls.	<b>Reading:</b> HTML 5 Media: <audio> and <video> <a href="http://www.w3schools.com/html/html_media.asp">http://www.w3schools.com/html/html_media.asp</a>	
<b>Week 13</b> <b>Date: 11/10</b>	<b>HTML and CSS review</b>	<b>Reading:</b> Review readings and assignments as needed.	
<b>FINAL EXAM PERIOD</b> <b>Date: Thurs., 11/19, 11 a.m.-1 p.m.</b>	Summative experience		Final Project: Due on the scheduled date of the final exam.

## **XI. Policies and Procedures**

### **Additional Policies**

Collaboration and helping out classmates if you understand something that they are struggling with is very important to success in this class. I also grade on effort. Not everyone will find this course material easy, but if you try your hardest (and I can tell), your grade will reflect that.

Each class builds on the previous one, so it is crucial that you do not miss a class or fall behind. If you have to miss a class, let me know in advance so we can discuss how to keep you up to speed. If you are struggling with some concepts or code, let me know and I will meet with you separately to go over it.

This can be complicated material, especially if you are not paying attention. Do not text, chat with your friends on Facebook, or play on your computer during the instruction.

### **Internships**

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes.

The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

## **Statement on Academic Conduct and Support Systems**

### **a. Academic Conduct**

#### *Plagiarism*

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 Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

#### *USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism’s policy on academic integrity and repeated in the syllabus for every course in the school:

“Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an ‘F’ on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators.”

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

### **b. Support Systems**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The

university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\\_report](https://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](https://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[uscsa.usc.edu](https://uscsa.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](https://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

*Breaking Bread Program [undergraduate students only]*

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

## **XII. About Your Instructor**

Annelise Bamberg is a digital marketing consultant for sustainable beauty brands and has recently become an adjunct instructor at USC Annenberg for Communication and Journalism. A former USC graduate with a master's degree in Strategic Public Relations, she attributes her experience in the Introduction to Coding for Interactive Storytelling course for spurring her passion for website design and development. She also has a bachelor's degree in Spanish and Business Administration from the University of Manchester, which took her to work in Buenos Aires for a year. British-born and raised, Annelise is happy to currently reside in sunny Southern California.