

Spring 2014

# DIG 3110 Web Design & Interactive Media

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## **WEB DESIGN & INTERACTIVE MEDIA • DIG 3110 • SPRING 2014**

Tuesdays & Thursdays, 9am-10:50am

AC2 room 208

**Instructor:** Susan Jacobson, Ph.D.

**Email:** susan.jacobson@fiu.edu

**Office:** AC2 317B

**Office Hours:** Tuesdays & Thursdays, 11am-12pm

### **COURSE DESCRIPTION**

DIG3110: Web Design & Interactive Media is designed to give Digital Media Studies students a solid foundation in Web publishing, JavaScript and responsive design. By the end of the semester, students will:

- Learn the basics of HTML5 and CSS3.
- Learn the basics of JavaScript
- Understand how to integrate JavaScript and JQuery into Web projects
- Produce a new layout for the Zen Garden project.
- Produce an interactive photo slideshow with HTML5/CSS3.
- Produce a multimedia package with HTML5/CSS3.
- Create a Rock/Paper/Scissors game in JavaScript.
- Understand the basics of responsive design.
- Work in a team to research and produce a prototype for a new app.
- Learn how to give and receive constructive criticism.

### **REQUIRED TEXTS AND MATERIALS**

NO BOOK is required for this class. However, ALL STUDENTS must have the following by the second week of class:

- Procured an external storage drive of at least 20GB
- Signed a Release and Assumption of Risk form
- Joined the class blog - <http://dig3110.wordpress.com>
- Created an account on Code Academy (<http://www.codeacademy.com>)

### **Equipment Requirements**

All equipment that students will need for class assignments may be checked out through the **Equipment Room**, once you have signed a **Release and Assumption of Risk** form (we will do this in class).

### **Helpful Links**

- **Class Blog**  
<http://dig3110.wordpress.com>  
I will publish important information, course assignments and helpful resources.

- **SJMC Equipment Room and Software Wiki**  
<http://fiuinfo.pbworks.com/w/page/5768851/FrontPage>  
Essential resource for all equipment room related questions, as well as questions about and access to software, manuals, equipment, etc.
- **CodeAcademy**  
<http://www.codecademy.com>
- **Zen Garden**  
<http://www.csszengarden.com/>
- **SublimeText**  
<http://www.sublimetext.com/>
- **JQuery UI**  
<http://jqueryui.com/>

## GRADING

### **Code Academy HTML & CSS – 70 points**

Students must create an account on Code Academy (<https://www.codecademy.com/learn/web>). Each week students will have assigned homework on Code Academy. Each homework assignment is worth 10 points. A few of the unassigned Code Academy tutorials will be available for Extra Credit at 5 points each. For a schedule of each assignment, refer to the class blog at <http://dig3110.wordpress.com/codeacademy>. **The HTML & CSS section must be completed by March 10.**

### **Zen Garden Layout – 50 points**

Students will use HTML5 and CSS3 to design a simplified version of the Zen Garden. For reference, the Zen Garden site: <http://www.csszengarden.com/>. Students must link this work to the class blog. **Due by Thursday, February 4.**

### **Interactive Photo Slideshow – 100 points**

The Interactive Photo Story will consist of a series of 5-12 photographs, with captions, that the user navigates by pressing buttons. Students must hand-code the HTML5 and CSS3 formatting for this project. The photos should tell a story. Students must publish their Web Story online and link it to the class blog. Students must submit a Project Brief and a source list to the instructor. **Due by Thursday, February 18.**

### **Code Academy – Javascript & JQuery - 100 points**

Students must create an account on Code Academy and complete select modules under Javascript (<https://www.codecademy.com/learn/javascript>) and JQuery (<https://www.codecademy.com/learn/jquery>). Each week students will have assigned homework on Code Academy. Each homework assignment is worth 10 points. A few of the unassigned Code Academy tutorials will be available for Extra Credit at 5 points each. For a schedule of each assignment, refer to the class blog at <https://dig3110.wordpress.com/codeacademy/>. **Due by Thursday, May 5.**

### **Multimedia Package – 150 points**

Students will create a multimedia story consisting of (at least) 800 words and at least three other multimedia components, including photos, photo slideshows, video, audio slideshows, infographics and other graphic elements. You must hand in a Project Brief, a completed script, and a source list with your package. Students must hand-code the HTML5 and CSS3 for this project. Students must publish their Web Story online and link it to the class blog. **Due by Thursday, March 10.**

### **King Tide Crowdsourced Reporting Project – 50 points**

Students will participate in a crowdsourced reporting project to document flooding on or near the week of March 7 or April 4. See the class blog for ways to participate. **DUE Tuesday, April 19.**

### **Responsive Design Project – 50 points**

Using HTML5 and CSS3, create a responsive design for the Sea Level Rise Toolbox. **DUE Thursday, April 21.**

### **App Prototype Project – 150 points**

Students will work in teams to research and produce a prototype for a new app. Project deliverables include: A product plan; a semi-working prototype or video use case study or visual storyboard showing how the app works; a 5-minute PowerPoint presentation. **Due by Thursday, May 5.**

### **Participation – 100 points**

Participation includes regular attendance, on-time arrival to class and participation in class discussions. This includes posting required material to the class blog and your blog in a timely manner. Things that count against participation include: arriving late, missing deadlines and using cell phones in the classroom.

### **MAXIMUM POINTS POSSIBLE – 820**

### **Final Grade Scale**

All grading will be done on a point system, with a letter grade assigned at the end of the term based on points earned from a total of 850 points. Grades of Incomplete will be given only for acceptable written medical reasons. You can calculate your final score as follows:

94% and higher or 770 points and higher:	A
90-93% or 738-769 points:	A-
87-89% or 713-737 points:	B+
84-86% or 688-712 points:	B
80-83% or 656-687 points:	B-
77-79% or 631-655 points:	C+
70-76% or 574-630 points:	C
65-69% or 533-573 points:	D
Below 65% or below 532 points:	F

## COURSE POLICIES

**Attendance** - Both your physical presence in class and your class participation are essential. You will be expected to attend every class with the assigned work completed, and to contribute meaningfully to class discussion. One (1) unexcused absence will be allowed during the semester. You may fail this course with more than one unexcused absence. Excused absences will only be granted with documentation for situations such as sickness, injury, family emergency and religious holidays.

**Deadlines** - Successfully meeting deadlines is an essential part of being a professional media producer. Therefore, late work will only be accepted in the case of a documented emergency or if circumstances are cleared with me prior to the due date. Late work submitted without prior approval will result in substantial grade reduction. **Work submitted more than 2 weeks late will not be accepted.**

**Academic Honesty** - As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows: Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook. Misconduct includes: **Cheating** – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. **Plagiarism** – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including Internet sources, is responsible for plagiarism. Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.

**Original Material** - **All work in this class is assumed to be yours, and composed of your original material, or material that you have permission to use.** Research and sourcing is fundamental to story construction. Quote attribution is basic. If you use images, audio or video that you did not create, you must GET PERMISSION FROM THE INSTRUCTOR AHEAD OF TIME and attribute them accordingly. Failure to cite material amounts to plagiarism, and you will fail the course.

**Factual Errors and Spelling Errors** - All student projects must be free of errors of fact. Each grammar, style or spelling error, will result in a 5-point deduction from the project final grade. Factual errors may result in a failing grade on the assignment. Meticulous research, careful copyediting, and a thorough proofreading of final work, will usually catch any errors before the project is submitted for grading.

**Blackboard** - This course will utilize Blackboard. Students are expected to log in regularly.

**Class Blog** - The instructor will use a WordPress blog to post course notes, and students are expected to link their completed projects to the class blog: <http://dig3110.wordpress.com>.

**Lab Time** - You will need to schedule time to work on the computers outside of class.

**Constructive Criticism** -In this class, students will be required to present their work to the class and explain their production choices. Students will constructively critique each other's work. This communal display and critique of work will help produce a competitive environment wherein you push yourself to produce high quality work. However this situation should also be a cooperative one, where students help each other with challenges and ideas.

**Digital Challenges** - The digital medium presents many unique challenges. Learning to work with digital difficulties is part of learning to work with the digital medium. For best results, I recommend the following:

- Back up all of your files.
- Save your files often as you are working.
- Complete your production projects prior to the due date and test them.
- Pay close attention to all tutorials and take notes, even if you think you know the material.

**Online Resources** – This class is rich in material to help you with the technical aspects of your projects. Documents with technical details are available on Blackboard and the class blog. Often a Google search will turn up helpful information (ex: “How do I crop images in Photoshop?”).

## **CLASS SCHEDULE**

This is an outline of our planned schedule. This schedule is subject to change.

### **Week 1 – January 11**

Course Introduction

#### **Assignments:**

- Join class WordPress blog.
- Sign Release and Assumption of Risk form.
- Begin working on Code Academy HTML Basics and Build Your Own Web Page.

### **Week 2 – January 18**

Intro to HTML5/CSS3

#### **Assignments:**

- Complete Code Academy HTML Basics 2
- Complete Code Academy Basics 3
- Begin Work on Zen Garden.

### **Week 3 – January 25**

HTML5/CSS3

#### **Assignments:**

- Complete Code Academy Introduction to CSS.
- Complete Zen Garden

### **Week 4 – February 1**

ZEN GARDEN DUE. Review Zen Garden.

Creating Interactive Photo Slideshows.

#### **Assignments:**

- Complete Code Academy CSS Classes and IDs.
- Complete Code Academy CSS Positioning.
- Begin interactive photo slideshow.

### **Week 5 – February 8**

Creating Interactive Photo Slideshows

#### **Assignments:**

- Complete Interactive Photo Slideshow

### **Week 6 – February 15**

PHOTO SLIDESHOW DUE. Review Photo Slideshows.

Creating Multimedia Packages.

#### **Assignments:**

- Begin working on Multimedia Package.
- Complete Code Academy JavaScript: Getting Started with Programming
- Complete CodeAcademy JavaScript: Code Your Own Adventure!

### **Week 7 – February 22**

Creating Multimedia Packages

#### **Assignments:**

- Continue working on Multimedia Package
- Complete Code Academy JavaScript: Intro to Functions in JavaScript
- Complete Code Academy JavaScript: Rock, Paper, Scissors

### **Week 8 – February 29**

Programming Concepts

#### **Assignments:**

- Complete Multimedia Package.
- Complete Code Academy JQuery: Introduction to JQuery

- Complete Code Academy JQuery: Functions and Selectors

#### **Week 9 – March 7**

MULTIMEDIA PACKAGE DUE. Review Multimedia Packages  
CODE ACADEMY HTML & CSS DUE

#### **Assignments:**

- Complete Code Academy JQuery: Modifying HTML
- Complete Code Academy JQuery: JQuery Events

#### **MARCH 14-20 – SPRING BREAK – NO CLASSES**

#### **Week 10 – March 21**

App Development Strategies

#### **Assignments:**

- Complete Code Academy JavaScript: For-Loops
- Begin work on App Project

#### **Week 11 – March 28**

App Development Strategies

#### **Assignments:**

- Complete Code Academy JavaScript: While-Loops
- Continue work on App Project

#### **Week 12 – April 4**

Responsive Design Principles

#### **Assignments:**

- Continue work on App Project
- Begin Responsive Design Project

#### **Week 13 – April 11**

Responsive Design Principles

#### **Assignments:**

- Complete Responsive Design Project

#### **Week 14 – April 18**

In-Class Workshop for App Project  
RESPONSIVE DESIGN PROJECT DUE

#### **Assignments:**

- Complete App Project



**Week 15 – April 25**

In-Class Workshop for App Project

**Assignments:**

Complete App Project

**FINAL EXAM**

APP PROJECT DUE - Thursday, May 5, 9:45am-11: 45am, AC2 Room 208

**GRID FOR DIG3110 – Spring 2016**

WEEK	CLASS TOPIC	ASSIGNMENT	DUE THIS WEEK
1/11	Course introduction. Join class blog. Begin work on CodeAcademy	Sign Release and Assumption of Risk form. Complete Code Academy HTML Basics & Build Your Own Web Page.	
1/18	Intro to HTML5/CSS3	Complete Code HTML Basics 2 and HTML Basics 3 – DIV AND SPAN ONLY. Begin work on Zen Garden	Code Academy module on HTML Basics and Build Your Own Web Page.
1/25	HTML5/CSS3	Complete Code Academy CSS: An Overview. Complete Zen Garden.	Code Academy HTML Basics 2 & HTML Basics 3
2/1	Creating an interactive Photo Slideshow.	Begin work on Photo Slideshow. Complete Code Academy CSS Classes and IDs, CSS Positioning.	ZEN GARDEN DUE. Code Academy CSS: an Overview
2/8	Creating an interactive Photo Slideshow	Complete Photo Slideshow.	CSS Classes and IDs. CSS Positioning.
2/15	Creating a Multimedia Package.	Begin working on Multimedia Package. Complete CodeAcademy : JavaScript Getting Started with Programming & Code Your Own Adventure	PHOTO SLIDESHOW DUE.
2/22	Creating a Multimedia Package. Programming Concepts	Continue working on Multimedia Package. Complete CodeAcademy JavaScript: Intro to Functions & Rock, Paper, Scissors	CodeAcademy : JavaScript Getting Started with Programming & Code Your Own Adventure.
2/29	Programming concepts	Complete Multimedia Package. Complete Code Academy JQuery: Intro to JQuery & Functions and Selectors.	CodeAcademy JavaScript: Intro to Functions & Rock, Paper, Scissors.
3/07	Review multimedia packages.	Complete CodeAcademy JQuery: Modifying HTML & JQuery Events.	MULTIMEDIA PAKCAGE DUE. Code Academy JQuery: Intro to JQuery & Functions and Selectors.
<b>WEEK OF MARCH 14-20 • SPRING BREAK • NO CLASS</b>			
3/21	App development strategies.	Begin work on App Project. Complete CodeAcademy Javascript: For-Loops.	CodeAcademy JQuery: Modifying HTML & JQuery Events.
3/28	App development strategies.	Continue work on App Project. Complete Code Academy Javascript: While-Loops	CodeAcademy Javascript: For-Loops.
4/4	Responsive Design.	Continue work on App Project. Begin Responsive Design Project	Code Academy Javascript: While-Loops
4/11	Responsive Design.	Continue working on App project. Complete Responsive Design Project.	
4/18	In-class workshop.	Continue working on App Project.	RESPONSIVE DESIGN DUE
4/25	In-class workshop	Complete App Project.	

**FINALS WEEK – Thursday, May 5, 9:45am-11:45am, AC2 208 - App Project due.**