Spring 2015

MMC 4936 Digital Publishing Workshop

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FLORIDA INTERNATIONAL UNIVERSITY • SCHOOL OF JOURNALISM & MASS COMMUNICATION

DIGITAL PUBLISHING WORKSHOP • MMC 4936 • SPRING 2015

Tuesdays & Thursdays, 11am-12:50pm

AC2 room 255

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Office: AC2 317B

Office Hours: Tuesdays 1-2pm, Thursdays 1-2pm

COURSE DESCRIPTION

MMC 4936: Digital Publishing Workshop is a special topics course designed to give students a solid foundation in Web publishing, JavaScript and an introduction to app development. By the end of the semester, students will:

- Learn the basics of mobile app development strategies.
- Work in a team to research and produce a prototype for a new app.
- Participate in the Scripps Innovation Challenge.
- Learn the basics of HTML5 and CSS3.
- Learn the basics of JavaScript and JQuery
- Produce a new layout for the Zen Garden project.
- Produce an interactive photo slideshow with HTML5/CSS3.
- Produce a multimedia package with HTML5/CSS3.
- 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://digitalpublishingworkshop.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://digitalpublishingworkshop.wordpress.com
  I will publish important information about the course, course assignments and helpful resources.

- **The Lean Startup Methodology** - http://theleanstartup.com/principles
  All of the fun innovation concepts in one easy-to-read listicle.
- **Scripps International Innovators Cup** -
  http://www.ohio.edu/scrippscollege/innovationchallenge/Innovators-Cup.cfm
  Read all of the rules, details and challenges here.
- **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.codeacademy.com
- **Zen Garden**
  http://www.csszengarden.com/
- **SublimeText**
  http://www.sublimetext.com/
- **JQuery UI**
  http://jqueryui.com/

GRADING

App Project – 200 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
THURSDAY, FEBRUARY 26.**

Code Academy HTML and CSS – 70 points
Students must create an account on Code Academy (http://www.codeacademy.com). 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://digitalpublishingworkshop.wordpress.com/ca/. **DUE BEFORE SPRING BREAK**

Zen Garden Layout – 100 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 THURSDAY, MARCH 5**

Interactive Photo Slideshow – 100 points
The Photo Story will consist 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
TUESDAY, MARCH 31**

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.

Code Academy JavaScript and JQuery – 70 points Each week students will have assigned homework on Code Academy. Each homework assignment is worth 10 points. For a schedule of each assignment, refer to the class blog at http://digitalpublishingworkshop.wordpress.com/ca/.

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 – 840

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 790 points and higher:	A
90-93% or 756-789 points:	A-
87-89% or 730-755 points:	B+
84-86% or 705-729 points:	B
80-83% or 672-704 points:	B-
77-79% or 646-671 points:	C+
70-76% or 588-645 points:	C
65-69% or 546-587 points:	D
Below 65% or below 545 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://digitalpublishingworkshop.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. In the period before Spring Break, one class per week will be devoted to working on the app project and one class will be devoted to working on HTML5/CSS3.

Week 1 – January 12
Course Introduction

Assignments:

- Join class WorldPress blog.
- Sign Release and Assumption of Risk form.
- Complete Code Academy HTML Basics and Build Your Own Web Page.

Week 2 – January 19
Intro to App Development
Intro to HTML5/CSS3

Assignments:

- Divide into teams and begin work on App Project
- Complete Code Academy HTML Basics 2
- Complete Code Academy Basics 3 (DIV and SPAN only – no tables)
- Begin Zen Garden

Week 3 – January 26
App Development Strategies
HTML5/CSS3

Assignments:

- Continue work on App Project
- Continue Zen Garden
- Complete Code Academy CSS: An Overview

Week 4 – February 2
App Presentation Prep

Assignments:

- Complete Code Academy CSS Classes and IDs
- Continue App Project
- Continue Zen Garden

Week 5 – February 9
App Project Presentation Prep

Assignments:

- PRESENT APP IDEA AT MEDIA PARTY 2/14
- Complete Code Academy CSS Positioning

Week 6 – February 16
App Project workshop
HTML5/CSS3

Assignments:

- Complete App Project

Week 7 – February 23
APP PROJECT DUE

Assignments:

- Complete Zen Garden
- Complete HTML5/CSS3 Module of CodeAcademy

Week 8 – March 2
ZEN GARDEN DUE
CODE ACADEMY HTML/CSS DUE
Creating Photo Slideshows

Assignments:

- Begin work on Photo Slideshow
- Complete Code Academy: Intro to JavaScript

SPRING BREAK – MARCH 9-13 – NO CLASS

Week 9 – March 16
Intro to JavaScript

Assignments:

- Complete Code Academy JavaScript Functions.
- Continue work on Photo Slideshow.

Week 10 – March 23
JavaScript Functions

Assignments:

- Complete Code Academy Rock, Paper, Scissors
- Complete interactive Photo Slideshow.

Week 11 – March 30
JavaScript Rock, Paper, Scissors
PHOTO SLIDESHOW DUE

Assignments:

- Review Photo Slideshow
- Complete Code Academy JQuery: Intro to JQuery
- Begin Multimedia Package

Week 12 – April 6
In-Class Workshop

Assignments:

- Continue working on Multimedia Package
- Complete Code Academy JQuery: Functions

Week 13 – April 13
In-Class Workshop

Assignments:

- Continue working on Multimedia Package
- Complete Code Academy JQuery: Modifying HTML
- Complete Code Academy JQuery: JQuery Events

Week 14 – April 20
In-Class Workshop

Assignments:

- Complete Multimedia Package.

FINALS WEEK – Thursday, April 30, 9:45am-11:45am. MULTIMEDIA PROJECT DUE

GRID FOR MMC4936 – Spring 2015

WEEK	CLASS TOPIC	ASSIGNMENT	DUE THIS WEEK
1/12	Course introduction. Join class blog. Begin CodeAcademy	Post introduction to class blog. Sign Release and Assumption of Risk form. Complete Code Academy HTML Basics & Build Your Own Web Page.	
1/19	Intro to App Development. Intro to HTML5/CSS3	Divide into teams and begin working on app. Begin Zen Garden. Complete Code HTML Basics 2 and HTML Basics 3 – DIV AND SPAN ONLY.	Code Academy module on HTML Basics and Build Your Own Web Page.
1/26	App Development Strategies. HTML5/CSS3	Complete Code Academy CSS: An Overview. Continue Zen Garden.	Complete HTML Basics 2 and HTML Basics 3 – DIV AND SPAN ONLY.
2/2	App Presentation Prep HTML5/CSS3	Complete Code Academy CSS Classes and IDs.	Code Academy CSS: an Overview
2/9	App Presentation Prep.	Complete Code Academy CSS Positioning. Complete Media Party App presentation.	Code Academy CSS Classes and IDs. PRESENT APP PROJECT AT MEDIA PARTY 2/14.
2/16	App Project workshop. HTML5/CSS3	Complete App Project.	Code Academy CSS Positioning.
2/23	App Project workshop.	Complete Code Academy HTML/CSS module. Complete Zen Garden.	APP PROJECT DUE.
3/2	Creating Interactive Photo Slideshows	Begin Photo Slideshow. Complete Code Academy Introduction to JavaScript.	ZEN GARDEN DUE. CODE ACADEMY HTML5/CSS3 DUE.
WEEK OF MARCH 10-14 • SPRING BREAK • NO CLASS			
3/16	Intro to JavaScript.	Continue Photo Slideshow. Complete Code Academy JavaScript Functions.	Code Academy Intro to JavaScript.
3/23	JavaScript Functions	Complete Rock, Paper, Scissors. Complete Photo Slideshow.	Code Academy JavaScript Functions.
3/30	Rock, Paper, Scissors. Review Photo Slideshows.	Complete Code Academy JQuery: Intro to JQuery. Begin Multimedia Package.	Code Academy Rock, Paper, Scissors. PHOTO SLIDESHOw DUE.
4/6	In-class workshop.	Complete Code Academy JQuery: Functions. Continue Multimedia Package.	Code Academy JQuery: Intro to JQuery.
4/13	In-class workshop.	Complete Code Academy JQuery: Modifying HTML and JQuery Events. Continue Multimedia Package.	Code Academy JQuery: Functions.
4/20	In-class workshop.	Complete Multimedia Project.	Code Academy JQuery: Modifying HTML and JQuery Events.

FINALS WEEK – Thursday, April 24, 9:45am-11:45am, AC2 255 - Multimedia Project due.