Internet Studio 1
Fall 2013

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Office Hours:

This course will provide you with a working knowledge of HTML, CSS, domain registration, web hosting, JavaScript, server-side scripting, FTP, and other web technologies. You will design and launch a functional, user-friendly website.

Upon completion of this course, you will be able to meet the following learning outcomes:

Follow the creative web site design process from concept through production.	Construct web site architecture to organize information and display content effectively.	Apply visual aesthetics and hierarchy for enhanced web site usability.	Develop and maintain standards-compliant web sites.

What I Expect of you

- Attendance to all classes*
- All assignments need to be completed on time**
- All students need to participate individually and as a contributing member of the class, especially in sharing discoveries with one another

Grading

Because this course builds on concepts learned week-to-week, it's important that you participate individually and collectively to insure that everyone has a successful leaning experience. You'll be evaluated on:

- Attendance,
- Participation in class,
- Assignments, and
- Quality of work completed from week to week.

Classroom Conduct

- Students are to focus their attention on the subjects at hand in the classroom, i.e., lectures, presentations, discussions, and set aside all other activities.
- All open communication (talking) should be relevant to the subject at hand and have value to the class as a whole.
- Competitiveness between students will be friendly and encouraging at all times.
- All other rules of behavior will be discussed and agreed to by the class on the first day

Required Supplies

There is no textbook for this course. Required supplies for this class include:

- Purchase of web space (typically $10/month or $100/year)
- High-capacity USB flash drive

Course Schedule

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Class 1   Class Introduction, How We Really Use the Web
Introductions, syllabus, overview, goals, expectations, supplies, etc.
Getting to know each other, foundational presentation of content from chapters 1-3 of Don't Make Me Think

Assignment #1
Website Review: Find examples of the three "facts of life". Be able to discuss and defend your examples in next week's class.

Class 2 What the Web is Made of: An Introduction to HTML, CSS, JS. Essential HTML (1 of 5).
Understanding the building blocks of all websites: HTML, CSS, JS; evolution of the web as we know it today.

Assignment #2
• Build and upload a webpage based on the template provided that uses the HTML concepts discussed in class.
• Draft proposal of semester project.

Class 3 Essential HTML Building Blocks (2 of 5). Introduction to CSS (1 of 5).

Assignment #3
• Build and upload a webpage based on the template provided that uses the HTML and CSS concepts discussed in class.
• Second draft of semester project proposal.

Class 4   Essential HTML (3 of 5) and CSS (2 of 5). Sitemapping.

Assignment #4
• Build and upload a webpage based on the template provided that uses the HTML and CSS concepts discussed in class.
• Draft of website sitemap.

Class 5   Essential HTML (4 of 5) and CSS (3 of 5)

Assignment #5
• Build and upload a webpage based on the template provided that uses the HTML and CSS concepts discussed in class.
• Draft of website sitemap.
• PowerPoint slide overview of your project.

Class 6   Essential HTML (5 of 5) and CSS (4 of 5). Project Checkpoint.

          Assignment #6
          • Build and upload a webpage based on the template provided that uses the HTML and CSS
            concepts discussed in class.
          • Project checkpoint - In-class presentation of your project

Class 7   Domain Naming. Essential CSS (5 of 5)

          Assignment #7
          • Build and upload a webpage based on the template provided that uses the CSS concepts discussed
            in class.
          • Propose a domain name for your website.

Class 8   Essential WordPress (1 of 3): Intro, Setup and Basics

          Assignment #8
          • Purchase website domain.
          • Setup Wordpress. Begin building website based on sitemap.

Class 9   Essential WordPress (2 of 3): Publishing, Posting and Administering

          Assignment #9
          • Continue building website based on sitemap. Complete 3 pages from your sitemap.
          • PowerPoint slide overview of website progress.

Class 10 Essential WordPress (3 of 3)

          Assignment #10
          • Continue building website based on sitemap.

Class 11   WordPress Customizations

          Assignment #11
          • All pages listed on sitemap should be complete at this point.
          • PowerPoint slide overview of website progress.

Class 12   WordPress Customizations. Project Checkpoint. Presenting Proposal to Clients.

          Assignment #12
          • Continue customizing website.
          • Draft copy of final presentation.

Class 13 WordPress Customizations. Search Engine Optimization.

          Assignment #13
          • Continue building website based on sitemap. Complete 3 pages from your sitemap.
          • Second draft of final presentation.

Class 14   WordPress Customizations. Website Launch.

          Assignment #14
          • Continue customizing website.
          • Make edits to final presentation.

Class 15   Final Exam: Website Proposals and Showcase
          Class presentations (everyone required to attend)

Grading Scale

A	91-100	Excellent
B	81-90	Above Average
C	71-80	Average
D	61-70	Poor
F	00-60	Failing

Grading Weights

30 Points	Attendance (15 at 2.0 points each)*
30 Points	Assignments (13 at 2.3 points each)
30 Points	Build semester project: website
10 Points	Final Presentation

*Attendance and Tardy Policy – Attendance is mandatory. Lack of attendance will affect your grade because absences will not only leave holes in understanding of the lesson contents but also degrade the benefit to other students in regard to discussions and work sessions. Coming to class late or leaving early will also be counted as absences without prior approval from the instructor.