

DESIGN AND PRODUCTION STUDIO 4

COURSE NUMBER: DIG 4525	CREDIT HOURS: 3
SEMESTER/YEAR: SPRING 2017	CLASS LOCATION: NRG 102
Instructor: DAVID FLORES	CLASS MEETING TIME(S): TUE (10:40 AM - 11:30 AM) & THU (10:40 AM - 12:35 PM)
CONTACT EMAIL:	OFFICE LOCATION/HOURS: NRG 119 T/R 9AM-10AM
CONTACT PHONE: (352) 294-2000	COURSE WEBSITE: DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/

COURSE DESCRIPTION

Working within an interdisciplinary Digital Arts & Sciences (DAS) design and production studio environment, students will focus specifically on internet-based technologies, delivery systems and content generation. Students will participate in the creation of their online portfolio. To accomplish this task, students will learn about market research techniques, user experience and design, wire-framing and prototyping, web development and hosting of websites.

PREREQUISITE KNOWLEDGE AND SKILLS

DAS Design & Production Studio 3 and/or written consent of instructor.

PURPOSE OF COURSE

To provide Digital Arts & Sciences (DAS) students a familiarity and fluency in the tools and techniques of modern web-based interactive media, including elements of design, coding, project usability, collaborative teamwork, working with clients, and the iterative design and production process.

COURSE GOALS AND/OR OBJECTIVES: By the end of this course, students will be able to:

1. Research, plan, and execute a vision for a website
2. Code a website from scratch
3. Host the website online and register it with the search engines
4. Use web best practices for SEO and User Experience
5. User other HTML/CSS tools to code websites
6. Host a website

COURSE SCHEDULE:

The FINAL EXAM TIME SCHEDULED FOR THIS COURSE will be announced in advance of each semester by the University of Florida Registrar’s Office at <http://www.registrar.ufl.edu/soc/>

Week	Topic	Assignments/Quizzes	Readings
1	Web development overview, user research, intro user experience and design Visual Hierarchy, Navigation		Ch 18

2	Layout & Grid systems, wireframes, mockups Examples and tools	Assignment 1 due Thursday	Ch 15, 17
3	Intro to HTML and HTML 5 Tables		Ch 1, 6, 8
4	Intro to CSS3 Color and backgrounds	Assignment 2 due Thursday	Ch 10, 11
5	Images Video, audio and the web	Quiz 1 due Tuesday (Based on Book readings)	Ch 5, 9
6	Responsive design mobile Mobile first design		Ch 2, 3, 4
7	Responsive design tablet Demonstration of media query use	Assignment 3 due Thursday	Ch 6
8	Intro to JavaScript Intro to jQuery		Ch 14
9	Advance CSS Transformations Flexbox	Quiz 2 due Tuesday (Based on Book readings)	Ch 12, 13
10	Hosting and servers Domain names and emails		
11	Form creation Submit and control forms	Assignment 4 due Thursday	Ch 7
12	Intro to Project Management Intro to Agile Methodologies		
13	Intro to Search Engine Optimizations (SEO) Microdata and sitemaps		Ch 19
14	Bootstrap, Foundation, and Material UI WordPress, Squarespace		
15	Portfolio Presentations		

REQUIRED TEXTBOOKS AND SOFTWARE:

1. HTML & CSS design and build websites by Jon Duckett ISBN: 978-1-118-00818-8
2. Sublime Text 3 (Available for Windows and Mac)
3. VPS account (Digital Ocean preferred)

RECOMMENDED MATERIALS:

1. Lean UX designing great products with agile teams by Jeff Gothelf and Josh Seiden
2. Lynda.com
3. Name.com
4. Adobe Photoshop and Illustrator

COURSE FEES:

Material and supply fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of [approved courses and fees](#) is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida)

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The course fee for this class is [\\$25.26](#)

EVALUATION OF GRADES

Assignment	Total Points	Percentage of Grade
Assignment 1	75	7.5%
Assignment 2	75	7.5%
Assignment 3	75	7.5%
Assignment 4	75	7.5%
Portfolio Presentation	450	45%
Quiz 1	75	7.5%
Quiz 2	75	7.5%
Participation – Students are expected to actively participate in class discussions, both in class as well as in class online forums outside class meetings.	100	10%

GRADING SCALE:

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0

A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S- U, WF		0.00

More information on grades and grading policies is here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

COURSE POLICIES:

PARTICIPATION / ATTENDANCE

We value participation more than mere attendance. Be sure to participate in class, as well as, online.

MAKE-UP POLICY

You are expected to present your assignments on time. However, if you cannot present the assignment on time, 20% will be deducted off the original grade each day. If you present your assignment 5 days late or more, you will receive a grade of zero.

Documented emergencies and medical situations may be an excuse to consider a grade change in any case.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

COURSE TECHNOLOGY

The students will be required to have access to, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments. Photo editing software is required to alter images.

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

VIDEO LECTURE CAPTURE

High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] on-line students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable. Your Instructor may provide you with this semester's login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at <https://vimeo.com/digitalworlds>.

UF POLICIES:

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge that states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

CLASS DEMEANOR

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

NETIQUETTE COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

ONLINE COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

CAMPUS RESOURCES

HEALTH AND WELLNESS

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

ACADEMIC RESOURCES

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints:

<http://www.distance.ufl.edu/student-complaint-process>

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.