

DESIGN AND PRODUCTION STUDIO 4

COURSE NUMBER: DIG4583C	INSTRUCTOR: FRANK CORSO
SEMESTER/YEAR: SPRING 2018	OFFICE LOCATION/HOURS: NRG 119 WED 11:30 – 12:30
SECTIONS: 064C, 2B64, 2B68	CONTACT EMAIL:
CLASS LOCATION: NRG 0120	CONTACT PHONE: (352) 294-2000
CLASS MEETING TIME(S): M 11:45 – 1:40 / W 12:50 – 1:40	COURSE WEBSITE: lss.at.ufl.edu
Credit Hours: 3.0	

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:

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

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
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1	How the Internet and the Web Works The Basic Structure of a Website	
2	Intro to HTML Intro to CSS	Quiz 1 due Monday
3	Web Design Process Wireframes and Mockups	Assignment 1 due Monday
4	Responsive Design and Mobile-First Design CSS Media Queries	
5	Bootstrap, Foundation, and Material UI CSS Grid	Quiz 2 due Monday
6	Advanced CSS Images, Video, and Audio on the Web	
7	Forms Tables	Assignment 2 Due Monday
8	Intro to JavaScript Intro To jQuery	
9	Advanced JavaScript A Look at React, Angular, Vue, and Backbone	Assignment 3 Due Monday
10	Accessibility Website Optimization	
11	Website Analytics Urchin Tracking Modules (UTMs)	Quiz 3 due Monday
12	Introduction to Search Engine Optimization (SEO) Microdata and sitemaps	
13	Introduction to Website Marketing	Assignment 4 Due Monday
14	WordPress and Squarespace Other CMSs and Tools	

15	Portfolio Presentations	
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REQUIRED TEXTBOOKS AND SOFTWARE:

HTML & CSS design and build websites by Jon Duckett ISBN: 978-1-118-00818-8

RECOMMENDED TEXTBOOKS AND SOFTWARE:

Lynda.com
 Hover.com
 Adobe Photoshop and Illustrator

COURSE FEES:

Course 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 total course fee for this class is \$25.26

The total course fee for each course is listed on the UF Schedule of Courses. (<https://registrar.ufl.edu/soc/>).

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%
Quiz 1	50	5%
Quiz 2	75	7.5%
Quiz 3	75	7.5%
Portfolio Presentation	400	40%
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
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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. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. [List course participation/attendance policy here.](#)

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>

MAKE-UP POLICY

You are expected to present your assignments on time. However, if you cannot present the assignment on time, you will be able to present your assignment up to 4 days late and 10% will be deducted off the original grade. 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 University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Students are required to access electronic forms of information, submit assignments and communicate with other students and faculty electronically. DW requires each student's mobile computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Computer Requirements

<http://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/new-student-buyers-guide/>

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through UF e-Learning. <http://elearning.ufl.edu/>

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] online students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will 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](#) 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.

PLAGIARISM

Plagiarism is a violation of the UF honor code. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

“1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.

2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”

Students shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources includes any paper or project authored by the student (or another student) “and presented by the student for the satisfaction of any academic requirement if the student previously submitted substantially the same paper or project to satisfy an academic requirement and did not receive express authorization to resubmit the paper or project.”

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) 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](#). 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 [evaluation 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.