

## **Syllabus & Course Policies**

### **DMS 221 - Web Development**

State University of New York at Buffalo  
Department of Media Study  
Spring 2015

M, W 11:00am-12:50pm CFA 244

Instructor: Brian Larson Clark  
Office hours: Monday 10:00-11:00am (and by appointment), CFA 248A  
Email: blclark2@buffalo.edu

#### **Course Description**

Web Development focuses on the design and production of web-based media. Topics will include: web development (HTML5, CSS3, JavaScript, JQuery) as well as the use of content management systems (WordPress, PHP). For students with basic, intermediate, or no coding experience.

#### **Course Objectives**

Also, at the end of the course the students should be able to:

1. understand and apply the principles of:
  - visual communication
  - interaction design
2. handcode HTML5 and CSS3
3. create and update a well-designed website which appear consistently on all browsers
4. create and modify a Wordpress website
5. integrate basic jQuery functions

#### **Required Texts**

All required texts will be distributed to the class via links and pdfs.

#### **Recommended Texts**

Digital Media Tools, 3rd ed., by Nigel Chapman and Jenny Chapman. John Wiley & Sons, Ltd  
<http://www.amazon.com/Digital-Media-Tools-Nigel-Chapman/dp/0470012277>

#### **Software Used**

**Adobe Dreamweaver**  
**Adobe Photoshop**  
**Filezilla**

### **Required Materials**

Removable USB drive ("jump drive" or "thumb drive"). The department will provided these to you. You will need to back up your work frequently. It is your responsibility to keep your work safe and accessible.

### **Lab Fee**

This course carries a \$100 lab fee which will appear in your bill. This fee allow you to use the computer labs (during lab hours), check out equipment from the equipment room, and let you keep your very own jump drive.

### **Disclaimer**

This syllabus is subject to revision by the instructor.

### **Office Hours**

Mondays 10:00-11:00am, CFA 248A. You are welcome to drop by during those hours or make an appointment to introduce yourself or discuss your work. If my regular office hours will not fit your schedule (If you have a class or work obligation during that time) talk to me or email me and we will work out an alternate time.

### **E-Mail**

**Be sure to check your UB email account regularly. PDFs, course materials, and course updates may be distributed via email. When sending me an email please always include DMS-221 within the subject line.**

### **Course Website**

<http://media-study.com/spr15/webdevelopment>

### **Course Work**

Unless otherwise specified, assignments and projects must be handed in at the beginning of class the day they are due. Late work will be penalized unless you have a reasonable excuse and make arrangements in advance. If you are having trouble turning in work due to circumstances beyond your control, please let me know.

### **Evaluation**

Grades will be calculated as follows:

10% classroom participation/performance

60% assignments (3 projects)

30% final project

### **Grading Scale**

93-100	A	77-79	C+
90-92	A-	73-76	C
87-89	B+	70-72	C-
83-86	B	69-65	D
80-82	B-	64 or less	F

### **Academic Integrity**

In general, you may not turn in work for this course which you will also use for credit in another course. If you have questions about this policy, please discuss it with me.

### **Offensive Content**

In class we will examine a broad range of creative work. There may be selections with which some students will find offensive in content or tone. In such cases, students are permitted to leave the room without penalty, at their own discretion.

### **General Policies**

A. Students who require special accommodations because of diagnosed disability should bring relevant documentation to the instructor and/or to the Chair, who will oversee arrangements with assistance from the Office of Disabilities.

B. Student athletes must provide an official letter with the dates of their meets and travel days during the first weeks of classes. Make up quizzes and exams that fall during those days must be rescheduled with the instructor at least 3 days before departure. As a rule of thumb, we will administer make-ups and move work deadlines to the day before the student leaves town.

C. Students are expected to turn off and put away cell phones, pagers, iPods, CD players, and computers for the duration of class.

D. Students are not allowed to eat in the classroom. Please eat before or after class.

E. Students are expected to follow the guidelines for appropriate behavior outlined in the University Catalog. Disruptive behavior will not be tolerated.

F. If you need to depart early, do so quietly after having cleared it with your instructor at the beginning of the class.

G. The grade of incomplete will be given only to students who have some serious, well-documented medical condition or in cases of family tragedy, etc. and who have satisfied the attendance policy and are missing only one major assignment. No incomplete will be given to substitute for a poor or failing grade or for any other reasons. A written agreement must be drafted and signed by the instructor and the student. The instructor reserves the right to request completion of the incomplete prior to the 12 months set by the University.

H. Final grades are final. Once grades are submitted they will not be changed. Thus, students should refrain from cajoling instructors (via email, phone, in person, etc.) into changing the final grade, which goes against the University policy.

## **Attendance**

**You are expected to be here each day, on time and ready to go. You are expected to have completed any assigned reading and to participate in class discussions, critiques, and the work at hand. Participation in class will account for part of the course grade.**

- A. Regular attendance is required for the development of proficiency skills.
- B. Attendance means attentiveness, cooperation, and active participation in class.
- C. Students are responsible for the material covered and the homework assigned on the day/s they were absent
- D. In case of an ongoing problem, such as a personal crisis or chronic illness, the student should resign from the course and retake it when the circumstances allow for the fulfillment of the requirements.
- E. Tardiness: arriving after class has started may count as an absence or partial absence
- F. Leaving the classroom for a considerable period of time will be considered an absence.

**It is a long semester and things come up, so you may miss class a total of three (3) times for any reason, but after that your final grade will be automatically reduced a half-letter grade for each additional absence.**

## **Class Work**

- A. Students are expected to do their own work on all assignments and course work.
- B. Academic dishonesty will result in a failing grade and disciplinary actions by the university. Examples of academic dishonesty are: copying the work from the internet or a book, having someone else do the work for you, or cheating during an exam or quiz.
- C. Be prepared for class each day by having done the assigned readings, etc.
- D. Homework will be assigned during each class by the instructor.
- E. It is the student's responsibility to bring any questions on the homework to the attention of the instructor.
- F. Homework will be turning in to the instructor on the designated date.

## **Course Schedule & Assignments**

This is a tentative schedule. Expect it to change. Due dates and expectations will be announced in class.

### **WEEK 1 (1/26, 1/28)**

Topic: Course Introduction

Introduction: HTML, CSS

### **WEEK 2 (2/2, 2/4)**

Topic: Hand-coding HTML, CSS

Topic: Web Development/Design Standards

### **WEEK 3 (2/9, 2/11)**

Topic: Working with FTP Clients (Filezilla)

Topic: Uploading and Testing Websites

Topic: w3c Validation Tools

### **WEEK 4 (2/16, 2/18)**

#### **First project due**

Topic: Introduction to Dreamweaver

Software: Adobe Dreamweaver

### **WEEK 5 (2/23, 2/25)**

Topic: Dreamweaver (continued)

### **WEEK 6 (3/2, 3/4)**

Topic: Optimizing Graphics for the Web

Software: Adobe Photoshop

Topic: Introduction to jQuery

### **WEEK 7 (3/9, 3/11)**

Topic: jQuery (continued)

#### **Second Project due**

### **WEEK 8 (3/16, 3/18)**

**No Class! Spring Break!**

### **WEEK 9 (3/23, 3/25)**

Topic: Intro to Content Management Systems

Introduction: Wordpress

### **WEEK 10 (3/30, 4/1)**

Introduction: PHP

Topic: Customizing Wordpress Themes

**WEEK 11 (4/6, 4/8)**

**Third Project due**

Topic: Specialized Web Development Tools

**WEEK 12 (4/13, 4/15)**

Work on Final Project

**WEEK 13 (4/20, 4/22)**

Work on Final Project

**WEEK 14 (4/27, 4/29)**

Work on Final Project

**WEEK 15 (5/4, 5/6)**

Student presentations

**FINAL PROJECTS DUE**