Syllabus & Course Policies
DMS 537 - New Media I

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

Tu, Th 5:00-6:50 CFA 244

Instructor: Brian Larson Clark
Office hours: Tuesday 4:00-5:00 (and by appointment), CFA 246
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Course Description

New Media I is a graduate-level introduction into the design and production of web-based media. Topics will include: web development (HTML5, CSS3, JQuery) understanding web design standards, working with web development software (Adobe Dreamweaver), implementing JQuery, using content management systems (WordPress), and uploading files using FTP Clients.

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 CS6
Adobe Photoshop CS6
Filezilla

Learning Outcomes & Assessment Grid for DMS 551 - Methods of Making III

1. Students should be able to read and write HTML5 and CSS3 without the aid of a web development program and build a website that conforms to current web development standards.	**Completion of Project #1**
2. Students should understand how to use and build websites using a WYSIWYG Web Development Program. Students should be able to upload websites via a FTP program. Students should be able to integrate JQuery into their websites.	**Completion of Project #2**
3. Student should be able to develop and modify a dynamic website through the use of a content management system. Students should also be able to read and modify basic PHP.	**Completion of Project #3**
4. Students should be able to apply previous course materials into full-functional website that implements principles of visual communication and interaction design.	**Completion of the Final Project**

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
Tuesdays 4:00-5:00, CFA 246. 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 will be distributed by email. When sending me an email please always include DMS-537 within the subject line.

Course Website
http://media-study.com/fall15/newmedia1

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 paper/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. Thee may be selections with 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 call 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 form 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 (9/1, 9/3)
Topic: Course Introduction
Introduction: HTML, CSS

WEEK 2 (9/8, 9/10)
Topic: Hand-coding HTML, CSS
Topic: Web Standards

WEEK 3 (9/15, 9/17)
Topic: Working with FTP Clients (Filezilla)
Topic: Uploading and Testing Websites
Topic: w3c Validation Tools

WEEK 4 (9/22, 9/24)
First project due
Topic: Introduction to Dreamweaver
Software: Adobe Dreamweaver

WEEK 5 (9/29, 10/1)
Topic: Dreamweaver (continued)

WEEK 6 (10/6, 10/8)
Topic: Optimizing Graphics for the Web
Software: Adobe Photoshop
Topic: Introduction to jQuery

WEEK 7 (10/13, 10/15)
Topic: jQuery (continued)
Second Project due

WEEK 8 (10/20, 10/22)
Topic: Intro to Content Management Systems
Introduction: Wordpress

WEEK 9 (10/27, 10/29)
Topic: Intro to Content Management Systems
Introduction: Wordpress

WEEK 10 (11/3, 11/5)
Introduction: PHP
Topic: Customizing Wordpress Themes

WEEK 11 (11/10, 11/12)
Topic: Specialized Web Development Tools
Introduction: Bootstrap

WEEK 12 (11/17, 11/19)
No Class Thursday (Thanksgiving)
Third Project due
Topic: Search Engine Optimization
Work on Final Project

WEEK 13 (11/24, 11/26)
Work on Final Project

WEEK 14 (12/1, 12/3)
Work on Final Project

WEEK 15 (12/8, 12/10)
Student presentations
FINAL PROJECTS DUE