COMM. 5510: ADVANCED WEB DESIGN
Spring 2012 W 6:00-9:00 pm; LNCO 2950
Instructor: Ray Dahl
Email: ray.dahl@gmail.com
Office Hours: by appt.

Introduction
COMM 5510 is an extension of the web design and development concepts presented in COMM 3510. This is a code focused course. You will be learning HTML5, CSS3, JavaScript/AJAX and PHP techniques. We will be covering a great deal of information in rapid succession. Regular attendance and active participation is a must if you expect to do well in the class. I teach this course with the intent that you will have functional and marketable skills to apply in the workplace by the end of the semester. Apply yourself to the material and this will be the case.

Due to the strict enrollment limit REGISTERED STUDENTS MUST ATTEND CLASS ON THE FIRST DAY IN ORDER TO RETAIN THEIR SPOTS IN CLASS. Students who miss the first day forfeit their positions and must drop the class or risk earning a failing grade for the class. Those students that desire to add will be enrolled as space allows, according to COMM major status and number of credits toward graduation.

Prerequisite: Completion of COMM 3510 or another “for credit” web design course.

Required Texts
Due to some ordering errors and late changes to the syllabus there are no required texts for the course. For the purposes of our class we will be using online resources like w3schools.com as the text for the course.

Other Requirements
• A USB flash drive
• Persistence in the face of adversity
• Web hosting within the first week of class
• Creative thinking and attention to detail

Topics
• HTML5, CSS3 and JavaScript
• Server-side coding with PHP and MySQL
• Mobile Design

Attendance
Due to the teamwork and workshop nature of the course, attendance is critical to your success. If you are tardy and/or absent, you will develop an unattractive reputation among your peers. The natural consequence of missing class time will be poor performance and poor grades. Common courtesy to classmates and the professor demands that you demonstrate on-time arrival and hard work during class.

Performance Expectations
Letter grades will be assigned according to the following schedule of percentages:
<table>
<thead>
<tr>
<th>Grades</th>
<th>95-100 A</th>
<th>86-89 B+</th>
<th>76-79 C+</th>
<th>66-69 D+</th>
<th>59 E</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-94 A-</td>
<td>83-85 B</td>
<td>73-75 C</td>
<td>63-65 D</td>
<td>60-62 D-</td>
<td></td>
</tr>
</tbody>
</table>

Grades will be posted online as assignments are graded and feedback given. If you need to talk with me about your grade, please do not do this before, during, or after class. Others can overhear in-class conversations. Instead, please make an appointment with me or drop by during my office hours.

**Graded Assignments**

**Participation: 10%**

Regular participation and attendance is critical to successfully learning user experience design. You will also need to be in class to learn how to do weekly assignments and participate in class discussions to help you answer questions and improve learning.

**Skill Building Activities: 30%**

An extension of the in class presentations and weekly reading where you will develop a page or produce other code to show mastery of the presented techniques. There will be six skill building activities assigned during the course of the semester. Each will count for 5% of your final grade.

**Modules: 30%**

Modules are the rough equivalent of a midterm. There are three modules that address different web coding techniques. Each will count for 10% of your final grade.

1. **HTML5 - Semantic, structural and navigational markup.**
   Due: 19 September 2012

2. **Responsive Design – CSS3 media queries, SVG and other “mobile first” techniques.**
   Due: 17 October 2012

3. **Forms – Markup and validation of forms. This will include HTML5, CSS and JavaScript techniques for ensuring data quality.**
   Due: 14 November 2012

**Final Project = 30%**

This is a comprehensive project. You will be given specifications for a small web application that will require applying responsive design techniques, form validation as well as server-side data processing with PHP and SQL. This assignment will be due as a zip file that will be deployed on the instructors server for evaluation.

Due: 12 December 2012

**Late work**

Weekly assignments cannot be turned in late. They are meant as an exercise to accompany lecture and cannot be made up if class is missed. If your project work is not complete and ready for review at the time it is due, you will not be eligible for full credit for that task. You will be allowed up to one week (up to seven days and no later) to complete the work with a 50% deduction in points available. However, you must email your late work to me as you will be unable to upload it to the website. Under special circumstances and prior arrangement, you may be able to move a due date for a personal need; however, this usually means you must turn in your work early.
Schedule

22 August – Introductions

29 August – Semantic Markup
http://brainstormsandraves.com/articles/semantics/structure/
http://www.digital-web.com/articles/writing_semantic_markup/
http://www.vanseodesign.com/web-design/semantic-html/

5 September – Structural Markup
http://html5doctor.com/lets-talk-about-semantics/

12 September – Navigation Code and Style
http://www.alistapart.com/articles/howtosizetextincss/

19 September – Responsive Design
http://www.alistapart.com/articles/responsive-web-design/
http://coding.smashingmagazine.com/2011/01/12/guidelines-for-responsive-web-design/
http://trentwalton.com/2011/07/14/content-choreography/

26 September – Responsive Design
http://unstoppablerobotninja.com/entry/fluid-images/
http://stuffandnonsense.co.uk/projects/320andup/

3 October – SVG and other image tricks
http://www.w3schools.com/svg/svg_intro.asp
http://webdesignerwall.com/tutorials/css3-image-styles

10 October – Fall Break

17 October – Forms
http://www.w3schools.com/html5/html5_form_attributes.asp
http://diveintohtml5.info/forms.html
24 October – JavaScript Basics
http://www.w3schools.com/js/default.asp
http://net.tutsplus.com/tutorials/javascript-ajax/24-javascript-best-practices-for-beginners/
http://www.w3schools.com/js/js_examples.asp

31 October – Jquery
http://www.w3schools.com/jquery/jquery_intro.asp
http://www.learningjquery.com/2008/07/introduction-to-jquery-ui#
http://docs.jquery.com/Plugins/Validation

7 November – Server-side Coding
http://www.w3schools.com/php/default.asp

14 November – Form Processing
http://myphpform.com/
http://www.w3schools.com/php/php_forms.asp

21 November – Thanksgiving Eve

28 November – Web Applications
http://www.w3schools.com/php/php_mysql_intro.asp
http://www.w3schools.com/sql/default.asp

5 December – Lab Night

Policies

Course Communication Support
Communication outside of class will be channeled through email. When you fill out the online form acknowledging that you have read and understood this syllabus, please enter your preferred email address to be used to contact you in this course. We will use email frequently to share important course information and I expect that you will both be able to receive those emails and read them. Additionally, I will be posting information on the University’s Canvas site at http://learn-uu.uen.org.

Professional Civility
All class members are expected to behave professionally and treat others with civility. Cellular phones must be turned off or silent during class. Students are expected to wait until after class to place and receive calls. Racist, disturbing, homophobic, and sexist behavior and/or comments directed at class
members are prohibited by the University’s student code and therefore inappropriate. Inappropriate behavior will be politely but immediately and firmly addressed by the professor. Students are expected to quickly respond by respecting the professor’s wishes.

The Classroom

Our workspace is full of expensive and fragile equipment that we have the privilege of using. No drinking or eating will be allowed during class - please do not make me remind you. Be respectful of your tuition dollars at work--do not foul your own nest! DO NOT ALLOW NON-CLASS MEMBERS INTO THE LAB. Unnecessary and/or inappropriate use of our machines increases the risk of downtime and your inability to complete your projects on time.

Integrity

Strict standards of academic honesty will be enforced. Academic dishonesty will be prosecuted to the fullest extent possible. The Student Code is published in the University course schedule. Students have specific rights in the classroom as detailed in the code. The code also specifies proscribed conduct that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students may receive sanctions for violating one or more of these codes. Cheating and plagiarism will result in appropriate penalties, such as a failing grade on a specific assignment or in the course and/or expulsion from the course. Students have the right to appeal such action to the Student Behavior Committee.

Requests for Reevaluation

The burden of proof in any disagreement over evaluation of student performance rests with the student. If you desire reevaluation of a grade for an assignment or activity you must submit your request and rationale in writing. Your request must identify the specific change requested and provide a reasoned argument and evidence in support of that change. Any request for reevaluation must be made within one week of receipt of the original evaluation.

Content Accommodations

The University recognizes that students’ sincerely-held core beliefs may make it difficult for students to fulfill some requirements of some courses or majors. It is the student’s obligation to determine, before the last day to drop courses without penalty, when course requirements conflict with the student’s sincerely-held core beliefs. If there is such a conflict, the student should consider dropping the class. A student who finds this solution impractical may request a content accommodation from the instructor. Though the University provides, through this policy, a process by which a student may make such a request, the policy does not oblige the instructor to grant the request, except in those cases when a denial would be arbitrary and capricious or illegal. Note from Instructor on Accommodation: All readings in this course are required and considered to be an integral part of instruction. While you may exercise your privilege to request an accommodation under University Policy, I will not grant any content accommodations.

Disability Accommodations

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Services. The Student Handbook is a good resource to consult. See www.acs.utah.edu/sched/handbook/toc.htm for details on these or other student issues
ADA Statement

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Instructor's Right to Change and/or Clarify

Though no major changes to the syllabus are expected, your instructor retains the right to make changes to the syllabus as necessary, as well as to clarify the meaning or intent of anything in this syllabus.