Internet Studio 1

ATCM 2335
Section 503
Fall 2019
Wednesdays, 7:00 – 9:45pm
ATC 2.914

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Course Website: http://www.starzer.net/is1
Office Hours: by appointment

Course Description

Increasingly, jobs require a basic understanding of the core technologies behind the internet. This course will provide you with a working knowledge of HTML, CSS, domain registration, web hosting, JavaScript, server-side scripting, FTP, and more. We will explore these technologies and work toward designing a functional, user-friendly website.

Upon completion of this course, you will be able to meet the following learning outcomes:

- Follow the creative web site design process from concept through production.
- Construct web site architecture to organize information and display content effectively.
- Apply visual aesthetics and hierarchy for enhanced web site usability.

What I Expect of you

- Attendance to all classes*
- All assignments need to be completed on time**
- All students need to participate individually and as a contributing member of the class, especially in sharing discoveries with one another

Grading

Because this course builds on concepts learned week-to-week, it's important that you participate individually and collectively to insure that everyone has a successful leaning experience. You'll be evaluated on:

- Attendance,
- Participation in class,
- Assignments, and
- Quality of work completed from week to week.

Assignments will be discussed throughout the course, with specific requirements spelled out. See grading breakdowns at the end of this document.

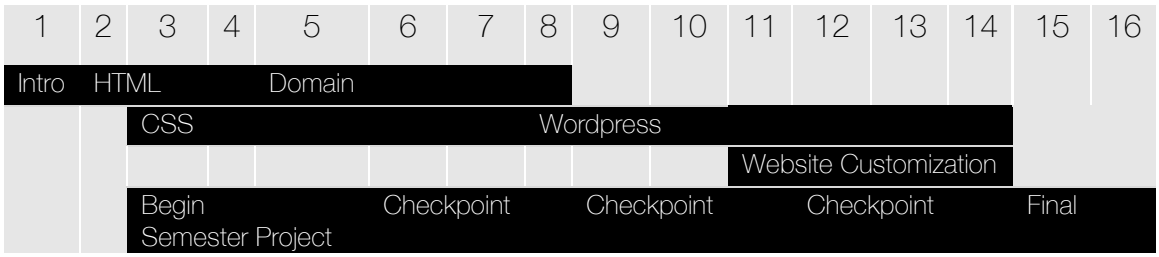
Classroom Conduct

• Students are to focus their attention on the subjects at hand in the classroom, i.e., lectures, presentations, discussions, and set aside all other activities.
• All open communication (talking) should be relevant to the subject at hand and have value to the class as a whole.
• Competitiveness between students will be friendly and encouraging at all times.
• All other rules of behavior will be discussed and agreed to by the class on the first day.

Required Supplies

There is no textbook for this course. Required supplies for this class include:
• Purchase of domain and hosting web space ($10/month or $100/year)
• High-capacity USB flash drive or online storage account, such as Dropbox.
• Sketchbook

Course Schedule



8/21 **Class 1**	Course Overview, Intro to HTML
8/28 **Class 2**	What the Web is Made of: An Introduction to HTML, CSS, JS; Essential HTML (1 of 5)
9/4 **Class 3**	Essential HTML Building Blocks (2 of 5). Introduction to CSS (1 of 5).
9/11 **Class 4**	Essential HTML (3 of 5) and CSS (2 of 5). Sitemapping.
9/18 **Class 5**	Essential HTML (4 of 5) and CSS (3 of 5). Domain Naming
9/25 **Class 6**	Essential HTML (5 of 5) and CSS (4 of 5). Project Checkpoint
10/2 **Class 7**	Essential CSS (5 of 5). HTML/CSS Frameworks
10/9 **Class 8**	Wordpress (1 of 4): Intro, Setup and Basics
10/16 **Class 9**	Wordpress (2 of 4): Publishing, Posting and Administering
10/23 **Class 10**	Wordpress (3 of 4); Plugins. Midterm Due
10/30 **Class 11**	Wordpress (4 of 4); SEO

11/6 Class 12	Wordpress Customizations
11/13 Class 13	Wordpress Customizations. Search Engine Optimization.
11/20 Class 14	Freelancing. Project Checkpoint.
11/27 No Class	Fall Break
12/4 Class 15	Website Projects and Showcase; Final Project Due
12/11 Class 16	Website Projects and Showcase

Grading Scale

A 91-100 Excellent
B 81-90 Above Average
C 71-80 Average
D 61-70 Poor
F 00-60 Failing

Grading Weights

20% Attendance (16 Classes) *
30% Assignments (13)**
20% Midterm Project **
30% Final Project/Presentation***

*Attendance and Tardy Policy – Attendance is mandatory. Lack of attendance will affect your grade because absences will not only leave holes in understanding of the lesson contents but also degrade the benefit to other students in regard to discussions and work sessions. Coming to class late or leaving early will also be counted as absences without prior approval from the instructor.

**Assignments/Midterm Project not turned in on time (7:00pm on the due date) will be docked 15 points. Assignments not turned in by 7:00pm one week after the due date will receive a 0.

***Final Project/Presentation is due on **December 4.**