

## **Internet Studio 1**

ATCM 2335

Section 503

Spring 2020

Wednesdays, 7:00—9:45pm

ATC 2.914

Online

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Course Website: <http://www.starzer.net/is1>

Office Hours: by appointment, online.

### **Online Addendum**

#### **1. Nobody signed up for this.**

- Not for the sickness, not for the social distancing, not for the sudden end of our collective lives together on campus
- Not for an online class, not for teaching remotely, not for learning from home, not for mastering new technologies, not for varied access to learning materials

#### **2. The humane option is the best option.**

- We are going to prioritize supporting each other as humans
- We are going to prioritize simple solutions that make sense for the most
- We are going to prioritize sharing resources and communicating clearly

#### **3. We cannot just do the same thing online.**

- Some assignments are no longer possible
- Some expectations are no longer reasonable
- Some objectives are no longer valuable

#### **4. We will foster intellectual nourishment, social connection, and personal accommodation.**

- Accessible asynchronous content for diverse access, time zones, and contexts
- Optional synchronous discussion to learn together and combat isolation

#### **5. We will remain flexible and adjust to the situation.**

- Nobody knows where this is going and what we'll need to adapt
- Everybody needs support and understanding in this unprecedented moment

## 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 learning experience. You'll be evaluated on:

- ~~Attendance~~ (as of 4/1, all students will be counted as present)
- Participation in ~~class~~ Blackboard discussion groups,
- 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

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Intro	HTML	Domain														
		CSS							Wordpress							
										Website Customization						
		Begin Semester Project				Checkpoint			Checkpoint			Checkpoint		Final		

1/15 <b>Class 1</b>	Course Overview, Intro to HTML
1/22 <b>Class 2</b>	What the Web is Made of: An Introduction to HTML, CSS, JS; Essential HTML (1 of 5)
1/29 <b>Class 3</b>	Essential HTML Building Blocks (2 of 5). Introduction to CSS (1 of 5).
2/5 <b>Class 4</b>	Essential HTML (3 of 5) and CSS (2 of 5). Sitemapping.
2/12 <b>Class 5</b>	Essential HTML (4 of 5) and CSS (3 of 5). Domain Naming
2/19 <b>Class 6</b>	Essential HTML (5 of 5) and CSS (4 of 5). Project Checkpoint
2/26 <b>Class 7</b>	Essential CSS (5 of 5). HTML/CSS Frameworks
3/4 <b>Class 8</b>	Wordpress (1 of 4): Intro, Setup and Basics
3/11 <b>Class 9</b>	Wordpress (2 of 4): Publishing, Posting and Administering
3/18 <b>No Class</b>	Spring Break
3/25 <b>No Class</b>	Extended Spring Break
4/1 <b>Class 10</b>	Wordpress (3 of 4); Analytics, SEO; Midterm Due

4/8 <b>Class 11</b>	Wordpress Customizations (4 of 4); Forms, Tables, Shortcodes, Security Plugins
4/15 <b>Class 12</b>	Freelancing
4/22 <b>Class 13</b>	Peer Reviews
4/29 <b>Class 14</b>	Lab Time to Work on Projects
5/6 <b>Class 15</b>	Final Project Due

### 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~~ - After April 1, everyone will be counted as present) \*
- 30% Assignments (13)\*\*
- 20% Midterm Project \*\*
- 30% Final Project/Presentation\*\*\*

\*\*Assignments/Midterm Project not turned in to Blackboard 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 **May 6**.