

## **Syllabus & Course Policies**

### **DMS 537 - New Media I**

State University of New York at Buffalo  
Department of Media Study  
Fall 2016

Tu, Th 3:00-4:50 CFA 244

Instructor: Brian Larson Clark  
Office hours: Tuesday 2:00-3:00 (and by appointment), CFA 248A  
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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), design standards for desktop and mobile websites, working with web development software, implementing JQuery frameworks (Bootstrap, JQuery Mobile), using content management systems (WordPress), and uploading/managing 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 in both mobile and desktop browsers
4. create and modify a Wordpress website
5. integrate basic jQuery functions

#### **Course Website**

<http://media-study.com/dms537>

#### **Required Texts**

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

#### **Software Used**

**Sublime Text 2**  
**Adobe Photoshop**  
**Filezilla**

## Learning Outcomes & Assessment Grid for DMS 537 - New Media I

<b>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.</b>	<b>Completion of Project #1</b>
<b>2. Students should be able to understand and implement principles of 2D design and interaction design in the development of a website.</b>  <b>Students should be able to upload websites via a FTP program.</b>  <b>Students should be able to integrate JQuery into their websites.</b>	<b>Completion of Project #2</b>
<b>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.</b>	<b>Completion of Project #3</b>
<b>4. Students should be able to apply previous course materials into fully-functional website that implements principles of visual communication and interaction design.</b>	<b>Completion of the Final Project</b>

### Required Materials

Removable USB 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 \$125 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 2:00-3:00, 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 will be distributed by email. When sending me an email please always include DMS-537 within the subject line.**

### **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.

### **Plagiarism**

Plagiarism is literary theft and a betrayal of trust. The term is derived from the Latin word for kidnapper and refers to the act of signing one's own name to words, phrases, or ideas which are the literary property of another. Plagiarism comes in many forms, all to be avoided: outright copying, or paraphrase, or a mosaic or disguised use of words and phrases from an unacknowledged source. To avoid plagiarism, make it your habit to put quotation marks around words and phrases, or to isolate and indent longer passages that you are using from someone else's writing. And be sure to cite the source, in a footnote or endnote or within parentheses in your text. The penalties for

plagiarism can be severe: from an F for the particular assignment, to an F for the course, to referral of the case to the Dean of Education for administrative judgement. If you are unsure about how to use and document sources, please consult your instructor. PLAGIARISM ALSO INCLUDES THE UNAUTHORIZED USE OF VIDEO/AUDIO/DIGITAL IMAGES OF OTHERS! FOR ANY CASE, YOU MUST PRODUCE ORIGINAL MATERIAL!

### **Offensive Content**

In class we will examine a broad range of creative work. There 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. 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.

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

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

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

E. 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.

F. 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 turned in to the instructor on the designated date.

## **Students With Disabilities**

If you have a disability (physical, learning, or psychological) which may make it difficult for you to carry out the course work as outlined, and/or requires accommodations such as recruiting note takers, readers, or extended time on exams and assignments, please contact the Office of Accessibility Resources, 25 Capen Hall, 716-645-2608, <http://www.student-affairs.buffalo.edu/ods>, and also your instructor during the first two weeks of class. ODS will provide you with information and will review appropriate arrangements for reasonable accommodations.

## **Sexual Harassment**

Sexual Harassment of employees and students, as defined below, is contrary to University policy and is a violation of federal and state laws and regulations.

Unwanted sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature constitute sexual harassment when:

1. submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment or academic advancement;
2. submission to or rejection of such conduct by an individual is used as the basis for employment or academic decisions affecting such individual;
3. such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance, or creating an intimidating, hostile, or offensive environment.

No university employee of either gender shall impose a requirement of sexual cooperation as a condition of employment or academic advancement, or in any way contribute to or support unwelcome physical or verbal sexual behavior.

Any member of the university community who requires additional information or who wishes to make a complaint or receive a copy of the University procedures to be followed for complaints arising from matters related to the policies outlined above should contact the Office of Equity, Diversity, and Inclusion, 406 Capen Hall, 716-645-2266.

### **Examples of Sexual Harassment**

- Sexual advances
- Touching of a sexual nature
- Displaying or distributing of sexually explicit drawings, pictures, written materials and/or computer (digital) images
- Sexual gesture or looks
- Sexual jokes or comments
- Pressure for sexual favors
- Touching oneself sexually or talking about one's sexual activity in the presence of others
- Spreading rumors about or rating other student's sexual activity or performance

## **What to do if harassed**

### **Do:**

- Trust your instincts.
- Tell harasser that their behavior is unacceptable
- Document the incidents in detail. Keep a journal with dates, times, possible witnesses, and other concise details.
- Tell someone about the incident and get emotional support
- Seek advice or counseling
- Inform school if behavior continues or of any threatening, intimidating, or retaliatory behavior.

### **Don't:**

- Assume the behavior will go away if you ignore the harasser.
- Try to deal with the harassment alone -- get help;

## **Course Schedule & Assignments**

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

### **WEEK 1 (8/30, 9/1)**

Topic: Course Introduction

Introduction: HTML, CSS

### **WEEK 2 (9/6, 9/8)**

Topic: Hand-coding HTML, CSS

Topic: Web Development/Design Standards

### **WEEK 3 (9/13, 9/15)**

Topic: Introduction to jQuery

### **WEEK 4 (9/20, 9/22)**

#### **First project due**

Topic: Introduction to Bootstrap

### **WEEK 5 (9/27, 9/29)**

Topic: Bootstrap (continued)

### **WEEK 6 (10/4, 10/6)**

Topic: Optimizing Graphics for the Web

Software: Adobe Photoshop

### **WEEK 7 (10/11, 10/13)**

Topic: Working with FTP Clients (Filezilla)

Topic: Uploading and Testing Websites

Topic: w3c Validation Tools

### **WEEK 8 (10/18, 10/20)**

#### **Second Project due**

Topic: Intro to Content Management Systems

Introduction: Wordpress

### **WEEK 9 (10/25, 10/27)**

Topic: Wordpress

### **WEEK 10 (11/1, 11/3)**

Introduction: PHP fundamentals

Topic: Customizing Wordpress Themes



**WEEK 11 (11/8, 11/10)**

**Third Project due**

Topic: Specialized Web Development Tools

**WEEK 12 (11/15, 11/17)**

Topic: Mobile Website Development

Work on Final Project

**WEEK 13 (11/22)**

Topic: Mobile Website Development (continued)

Work on Final Project

**No Class Thursday (Thanksgiving)**

**WEEK 14 (11/29, 12/1)**

Work on Final Project

**WEEK 15 (12/6, 12/8)**

Student presentations

**FINAL PROJECTS DUE**