WEB DESIGN

BASICS

AIRSHIP EDITION

A ROLEPLAYING LEARNING EXPERIENCE

Airship: blenderjunky Michael https://plus.google.com/+blenderjunkyriz/posts/bYxX7UfThz5
Background: Bluepaw90 from DeviantArt
COURSE DESCRIPTION
This course introduces students to the coding of and design decisions applicable to web page layout within the responsive context (desktops, tablets, and smartphones). HTML and CSS will be the languages primarily explored as students build web pages from scratch to fully understand how a web page goes from a file containing nothing but text (code) to a rendered web page in the browser.

OBJECTIVES
Students will learn:

- Basic HTML
- Fundamentals of CSS
- Mobile first design and coding patterns
- Web Design Patterns
**SJMC LEARNING OBJECTIVES**

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: [website link](#). We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you achieve proficiency in understanding and applying the principles and laws of freedom of speech and press in real space and cyberspace. The following outcomes are this course’s learning objectives:

**MEDIA LITERACY LEARNING GOAL**

Students will learn how to create and disseminate media messages in various forms.

*Students will learn visual communication and coding*

**LAW AND ETHICS LEARNING GOAL**

Students will demonstrate knowledge of the main areas of media law, including libel, invasion of privacy, obscenity, commercial speech, intellectual property, and the freedom of the press.

*Students will learn about accessible coding for web*
**PREMISE**

You have been enlisted by Professor Theopholis Riptide to join the rebellion against the ignorance of the Empire. He has scoured the universe to find you, and now you must go through basic training.

Each of you will be assigned to be a crew member of an airship. This is your unit. Together you rise and together you fall.

**GAMEPLAY SETUP**

To pass basic training, you will need to work as a unit. However, there will be times you will have to step up individually.

You will need to join an airship crew. Professor Riptide will put these crews together, but first he needs to know your strengths. You will need to determine your character type to assign you to your airships.

Each airship requires a 4 person crew. We need well-balanced teams to keep your missions running smoothly. During the first class, you will list, in order, the 3 character types you think you would fill (see below). Pending how the entire class answers, you may not get your first choice.

Not all airships will have all character types, with the exception that each airship needs an airship pilot.

**CHARACTER TYPES**

**Airship Pilot**

You are a leader. It is your job to get the crew to the missions. You are the organizational leader and can help with moderation between crew members.

**Mechanic**

You’re a natural tinkerer. You want to get under the hood and see how things work. Your guiding principles are curiosity and a willingness to roll up your sleeves and get dirty.

**Femme Fatale/Homme Fatale**

Beauty is your guiding principle, as you know its power to seduce. You are the artistic leader of the crew. Perhaps you have taken some design or art classes, or maybe pursue artistic endeavors on your own time.

**Aristocrat**

You are a renaissance man/woman. You’ve been around the universe and picked up many treasures. Now you want to give back. You may already have some understanding of HTML & CSS.

**SteamMonk**

You seek the answers of the universe. You are comfortable pouring over books, and generally do so before speaking up.
Once you have been assigned your team and role, you will create a character with a character name that hearkens to your real name (for instance, Kevin Ripka becomes Theopholis Riptide, playing on the Rip). You will pick a character name and then wait to add a title based on your assigned character type. If you need help, google “steampunk name generator.”

Finally, your team will need to name your airship.

**GAMEPLAY**

The classroom style is what is known as a “flipped” classroom. For homework between each class, you will be given a list of core concept questions and a list of resources. It is up to you to answer these questions and bring those answers to class.

During the course of most classes, you will sit in your groups (known as airships). Your group will be asked to answer the questions and, if you answer these correctly, you will gain XP towards your final grade. These concept questions will give XP to all members of the group no matter who answers it. Teams will be allowed to discuss the answer before fully answering.

Further explanation of subjects will be undertaken by the professor, mostly in the form of visual analogy. Then, depending on the subject, players will do group or independent activities.

Three times during the semester, all teams will be asked to perform a quest. Quests are team presentations to explain a concept through visual analogy.

Three times during the semester, there will be an unannounced concept quiz. Because the skills are cumulative (you cannot progress to the next skill without fully understanding the previous skill), quizzes will cover any concept questions we have already discussed to date. While these quizzes are taken individually, if all members of the team score 90%, the members will get a 20 XP booster.

Finally, there are three Boss Battles to assess your abilities with the subject matter. These are open docs affairs and individual in nature.

Should you need more XP, you may engage in farming. Farming consists of performing tasks and handing them in for XP.
GRADING
There are 2000 normal XP points available. There are also 300 extra XP points that can be earned during the course.

ATTENDANCE
500 points (25% of grade)
1 (first class) @ 14pts, 27 @ 18pts (extra 2 @ 20pts each)
Note: there are 30 classes, so there are 40 extra XP points that can be gained by never missing a class. You can safely miss 2 classes for any reason (this includes being sick or any reason other than major medical issues or something approved by instructor ahead of time).

CONCEPT QUESTIONS
300 points (15% of grade)
30 @ 10pts
These questions are asked to the group. If you miss a class, your team can answer without you and you will still earn points. But be aware that this is reciprocal and the instructor will intercede if a student chronically does not help the team.

CONCEPT QUIZZES
300 points (15% of grade)
3 @ 100pts
Concept quizzes are unannounced. They will cover any concept questions explored in previous classes. If all members of the team get at least 90% on the quiz, you will all receive a 20pt boost.

GROUP QUESTS
300 points (15% of grade)
3 @ 100pts
Your group will make a presentation about a concept using visual analogy.

BOSS BATTLES
600 points (40% of grade)
1 @ 100pts (Boss Battle 1)
1 @ 200pts (Boss Battle 2)
1 @ 300pts (Boss Battle 3)
Boss Battles are taken on individually.

FARMING
200 points (extra)
4 @ 50pts
Extra work you may take on to boost your grade. Farming involves learning more HTML and CSS than covered during the course.
**FINAL GRADING SCALE**

You start at Level 1 (0 XP points). You pass the class (barely with a D-) at Level 20.

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UNDERSTANDING THE HEALTH-O-METER

Although an online version will not be operational during this beta class, in order to track your trajectory you should think about how many points you did not earn that have been offered. For instance, if you only earned 80 points in Concept Quiz One (worth 100 points), you would subtract 20 from the Health-o-meter. Once you fall below a marked grade on this chart, you will not be able to attain it without gaining the extra points offered. If you earn extra points, you should add them to this chart.

Each bar represents 200 points, with exception of the top bar which represents 100 points.
COURSE SCHEDULE
Subject to change.

WEEK 1
January 17
Introduction to class

January 19
Files, Applications, Navigating the file system
Servers, Browsers
Domains, URLs
HTTP, FTP

WEEK 2
January 24
HTML: Purpose and structure

January 26
Basic HTML Elements (p, a, ul, ol, li, div, span)

WEEK 3
January 31
CSS anatomy
Attaching CSS to HTML
Default browser styles, reset, normalize

WEEK 4
February 2
IDs and classes
Basic CSS Selectors
Color in CSS

February 7
Web Typography and CSS
Units

February 9
CSS Display (block, inline, inline-block, none)
Width & Height
:hover

WEEK 5
February 14
Quest Presentations: the CSS Box Model & box-sizing
Margin auto

February 16
Images and the web (img and background-image)
Float & clear
WEEK 6
February 21
*Quest Presentations*: Position & z-index
Overflow

February 23
*Boss Battle*: One column blog layout

WEEK 7
February 28
Organizational HTML (nav, article, etc.)
Common Page Design Patterns

March 2
Wireframing to think about organizational HTML and page design patterns

WEEK 8
March 7
*Quest Presentations*: Responsive vs. Adaptive
Media queries (based on viewport widths)
Mobile first design and code

March 9
Continuation from previous class

March 12–19: Spring Break

WEEK 9
March 21
Rows and columns
Grid systems and frameworks
Flexbox vs. Float

March 23
Continuation from previous class

WEEK 10
March 28
*Boss Battle 2*: Responsive Layout Challenge

March 30
*Boss Battle 2 Continued*: Responsive Layout Challenge

WEEK 11
April 4
Video and audio on the web

April 6
Forms
WEEK 12
April 11
Accessibility

April 13
Intro to JQuery

WEEK 13
April 18
Content design patterns (tabs, accordions, etc) using the Bootstrap Library
Design styles: flat, skeuomorphic, material

April 20
Boss Battle 3: Personal website

WEEK 14
April 25
Boss Battle 3 continued: Personal website

April 27
Boss Battle 3 continued: Personal website

WEEK 15
May 2
Boss Battle 3 continued: Personal website

May 4
Boss Battle 3 continued: Personal website

Boss Battle 3 due at 10pm of the day our normal final exam would be scheduled.
THE COLLEGE OF LIBERAL ARTS AND SCIENCES: IMPORTANT POLICIES AND PROCEDURES

ADMINISTRATIVE HOME
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook.

ELECTRONIC COMMUNICATION
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondence (Operations Manual, III.15.2. Scroll down to k.11).

ACCOMMODATIONS FOR DISABILITIES
The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which include but are not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor’s office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See http://sds.studentlife.uiowa.edu/ for information.

ACADEMIC HONESTY
All students taking CLAS courses have, in essence, agreed to the College’s Code of Academic Honesty: “I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty.” Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS FINAL EXAMINATION POLICIES
The date and time of every final examination is announced by the Registrar generally by the fifth week of classes. No exams of any kind are allowed during the last week of classes. All students should plan on being
at the UI through the final examination period. It is the student’s responsibility to know the date, time, and place of the final exam.

**MAKING A SUGGESTION OR A COMPLAINT**

Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

**UNDERSTANDING SEXUAL HARASSMENT**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.

**REACTING SAFELY TO SEVERE WEATHER**

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety website.