WEB DESIGN

BASICS

AIRSHIP EDITION
SECOND BETA

A GAME-BASED LEARNING EXPERIENCE

Airship: blenderjunky Michael https://plus.google.com/+blender-junkyriz/posts/bYxX7UfThz5
Background: Bluepaw90 from DeviantArt
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 Ripka 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 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 Ripka 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 page to right). 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.

Finally, your team will need to name your airship.
**PURCHASE REQUIREMENTS**

For this course, you will be required to purchase two things:

- **Principles of Beautiful Web Design;** Third Edition; Jason Beaird & James George, 2014
- **Web hosting.** You may purchase from anywhere, however it is recommended you purchase from reclaim hosting (https://reclaimhosting.com/shared-hosting/). Use the coupon code reclaim4edu to receive 10% discount.

**GAMEPLAY**

Most of the coursework is individual in nature, with exception of the team logbooks (explained below). The teams, however, are designed to build in a network of support for the course.

Teams will need to sit with each other during class. Often we will play whiteboard games around a concept. These will be team efforts and extra XP points will be awarded to teams that “win.”

The course is set up as 4 learning stages: Basic Training, Into Space, Design Bootcamp, and Full of (Inter)Action. Each culminates with a stage boss—exercises where you put together concepts you’ve learned throughout the stage. A final stage, the Final Battle, will assess everything you’ve learned by creating a final project.

Many classes will include missions—exercises revolving around a concept, generally started during class, and to be finished by next class.

As part of the grade, your team will need to create a Google Doc of notes about the concepts. This is because web coding is not about rote memory, but instead about being able to refer to and understand documentation. Five check-ins throughout the semester will look at your team notes to assure your team has been able to formalize the information.
GRADING
There are 1000 normal XP points available. There are also extra XP points that can be earned during the course.

MISSIONS
300 points (30% of grade)
10 @ 30pts
Missions are exercises about topics.

STAGE BOSSES
400 points (40% of grade)
4 @ 100pts
Stage bosses are larger exercises putting together multiple concepts.

FINAL BATTLE
150 points (15% of grade)
1 @ 150pts
For a final battle, you will put together a single-page résumé website.

TEAM LOGBOOK
150 points (15% of grade)
5 @ 30pts
Your team will keep documentation with a Google Doc. Each subject should be documented. Five times during the semester these documents will be checked. Google Docs will also keep a record of who makes edits so that it can be ensured it is a team effort.

EXTRA POINTS
Whiteboard Points
For many subjects we will play whiteboard games. If your team gets all the questions right, your whole team will get 5pts. If your team wins the whiteboard game by scoring more than any other team (and there are no ties), your team will get 5pts.
**FINAL GRADING SCALE**
You start at 0 XP points.

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**ATTENDANCE**
Consider the three misses built into the class as “paid time off” just like you will encounter in a real job. Plan accordingly. It is not such that you get three misses and then some excused. You can miss three for ANY reason including:

- You are sick
- Your grandparent died
- You don’t feel like coming to class
- You have a job interview
- Basically, any excuse you are not coming to class that you are choosing not to come to class to spend your time otherwise

At the same time it is understood that there are times when it is unavoidable such as you have a medical condition, hospitalized, suffer a trauma, religious observances, or have University-excused athletic events. However, I don’t know unless you tell me. It is better to tell me as soon as possible or beforehand.

**YOU WILL LOSE 7PTS FOR EACH ABSENCE OVER 3.**
COURSE SCHEDULE
Subject to change.

See https://jmc3611.wordpress.com/course-schedule/

STAGE ONE: BASIC TRAINING

WEEK 1
January 15
NO CLASSES TODAY, MLK Jr. DAY

January 17
Course Introduction

WEEK 2
January 22
Files + Folders = Websites; HTTP; URLs; File Paths; FTP; Your Text Editor
Mission: Upload the provided files to your website

January 24
HTML: Purpose and Structure; The HTML Skeleton
Mission: Convert your website files to having the correct HTML skeleton

WEEK 3
January 29
Basic HTML Text Elements + Div; HTML Entities
Mission: Magazine Article to HTML

January 31
Hyperlinks and File Paths Revisited; Images and the Web (HTML), Video and Audio on the Web
Mission: Hyperlink your website files

WEEK 4
February 5
CSS Anatomy; Attaching CSS to HTML; Default CSS; Specificity & Cascade
Mission: Internal, External, Inline CSS on your website

February 7
IDs and Classes; Basic CSS Selectors

WEEK 5
February 12
Display Types, Box Model Properties, Width & Height, Box Sizing Defining Color and Units in CSS

February 14
Typography Principles & CSS
WEEK 6

February 19
Typography Continued; Images and the Web (background-image, text replacement)

February 21
STAGE ONE BOSS – Novel Layout

STAGE TWO: INTO SPACE

WEEK 7

February 26
Positioning; Float and Clear; Tables

February 28
Inline-block revisited, Flexbox

WEEK 8

March 7
Responsive Design Principles & Media Queries

March 9
Organizational HTML; Grids

WEEK 9

March 19
Introduction to Bootstrap and Frameworks

March 21
Stage Two Boss – Responsive Landing Page

STAGE THREE: IN (TER) ACTION

WEEK 10

March 26
Forms

March 28
Interactivity; Intro to Javascript & JQuery

WEEK 11

April 2
Javascript & JQuery continued

April 4
Stage Three Boss -Interactivity!

March 11–18: Spring Break
STAGE FOUR:
DESIGN BOOTCAMP

WEEK 12
April 9
Layouts & Design Styles; Style Libraries

April 11
Introduction to Design Process; Introduction to Sketch

WEEK 13
April 18
Wireframes & Mockups (Lo-Fidelity to High Fidelity Design)

April 20
Stage Four Boss – Design your final battle website from wireframe to mockup

WEEK 14
April 23
Stage Four Boss continued

STAGE FIVE: FINAL BATTLE

WEEK 15
April 25
Open Lab

April 30
Open Lab

May 2
Open Lab

Final battle due at 10pm of the day our normal final exam would be scheduled.

https://jmc3611.wordpress.com/course-schedule/
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.

NONDISCRIMINATION IN THE CLASSROOM
The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. Expressions of hate and bigotry directed at individuals or identities are not acceptable. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu, or visit diversity.uiowa.edu.