COURSE INFORMATION

JMC 3611:0001
Web Design Basics

Fall 2019
Adler W236
MW 2:00–3:15pm

Course Website
https://courses.kevinripka.com/web-design

Instructor Information
Kevin Ripka

Office:
W341

Office Hours:
Tu 10–11:30am
We 3:30–5pm
& by appointment
or any time my door is open!

Contact:
kevin-ripka@uiowa.edu

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 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 not required to purchase books, however, you need to purchase:

- **Web hosting.** You may purchase from anywhere, however it is recommended you purchase from reclaim hosting (https://reclaimhosting.com/shared-hosting/).

GAMEPLAY
Most of the coursework is individual in nature. 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 3 stages: Basic Training, Position Into Space, and In(ter) Action. 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.

Because this is a flipped classroom, watching the “reading” videos is imperative. Therefore, each reading will be accompanied by a short 5–20 question quiz. All readings and quizzes are on ICON. Videos will be available at least one week in advance of due date. Videos will also be available for one week after the due date, however, you will lose 5 points from the quiz if not completed by due date and time.
GRADING
There are 1000 normal XP points available. There are also extra XP points that can be earned during the course.

READING QUIZZES
300 points (30% of grade)
15 @ 20pts
Reading quizzes are online and due before class.

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

STAGE BOSSES
200 points (20% of grade)
2 @ 100pts
Stage bosses are larger exercises putting together multiple concepts.

FINAL BATTLE
200 points (20% of grade)
1 @ 200pts
For a final battle, you will put together a single-page résumé website.

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 1/3 letter grade for each absence over 3 (so from A to A-, etc).**

**Missing 7 classes is an automatic failure.**
Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.
Communication and the Required Use of UI

Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI 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. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.
Airship: blenderjunky Michael https://plus.google.com/+blender-junkyris/posts/bYxX7UfThz5
Background: Bluepaw90 from DeviantArt
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