The College of New Jersey

SYLLABUS

Catalog Code : ADA 388
Course Title : Web Design 2 : Dynamic
Year & Term : 2012 Spring
Location : TCNJ AIMM #221
Time *: Thursday 5:30pm-9:20pm / Jan 19th~April 26th / 14 Weeks*

Instructor *: Jean Chu*
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Course Website *: www.teaching.jeanhochu.com/tcnj/web2,*
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Office Hours *: Thursday 11:00am-12:30pm, 1:30pm-4:00pm (Email to confirm appointments)*

Course Description

The course introduces students to the use of dynamic web for design purpose or as a medium for art. The class will offer a wide range of workshops dealing with web technologies and design while examining on the conceptual and aesthetic aspects of web as well. Creative web projects will be developed throughout the course by utilizing the various skills learned in class. During the semester students will have the opportunity to complete a series of exercises, analyze and discuss web projects, and present a research report.

Course Goals

- *Understand the technology and skills acquired on creating a dynamic web project*
- *Develop programming skills with PHP, MYSQL, Jquery, and Javascript*
- *Get introduced with various ways of applications and integrations (Flash XML, Wordpress, Open API (ex : Facebook API))*
- *Investigate on using the web as a creative tool and develop the vocabulary to present and discuss web projects*

Textbooks, Readings, and Materials

All textbooks, reading, and materials will be downloadable from the course website. Recommended readings, articles, and other materials will be uploaded to the website on the week of the class.

Required Textbooks

- ***PHP and MySQL***
  PHP for the Web 4th Edition : Visual QuickStart Guide, Larry Ullman, Peachpit Press(2011) ISBN-13: 978-0-321-73345-0
  PHP and MySQL for Dynamic Web Sites: Visual QuickPro Guide, Larry Ullman, Peachpit Press (2012) ISBN-13: 978-0-321-78407-0

Suggested Textbooks

- ***HTML5 / CSS3***
  HTML 5 for Web Designers, Jeremy Keith, A Book Apart (2010) ISBN 978-0-9844425-0-8
  CSS 3 for Web Designers, Dan Cederholm, A Book Apart (2010) ISBN 978-0-9844425-2-2

- ***Jquery, Javascript***
  JavaScript and jQuery : The Missing Manual 2nd Edition, David Sawyer McFarland, O'Reilly (2012) ISBN: 978-1-449-3-9902-3
- ***Flash / XML***
  Foundation XML and E4X for Flash and Flex, Sas Jacobs, Friends of ED (2009) ISBN-13 (pbk): 978-1-4302-1634-6

Recommended Links

- ***Net Art***
  rhizome.org, eyebeam.org
- ***Technology & Innovative Ideas***
  wired.com, ted.com
- ***Website Design Examples***
  siteinspire.com, thefwa.com

Assignments

Students will work on 2 simple assignments in addition to the presentation, midterm, and final assignments.

- ***2 simple assignments*** *: TBA during the week of the class*

- ***Presentation*** *: 2 students at a week, during week 4,5,6,8,9*
  Pecha Kuncha Style presentation as a research report of any topic, cultural trends, issues, artist or a designer related to dynamic web technologies
  (ex : Micro Blogging, Social Networking, User Generated Contents, Flashmob, Cloud Computing, Net Art, information visualization, Aaron Koblin, Lev Manovich, Jonathan Harris, etc)

- ***Midterm Project*** *: Due week 7th Thursday March 1st*
  Use database, variables, and functions to experiment with creating a web project. Examples of projects would be, but not limited to as followings
  (User Generated Poetry, Narrative of Random Memories, Image of a Social Portrait, Platform for Collaborative Art, Collaborative Story-Telling)

- ***Final Project*** *: Due week 14th April 26th*
  Design and develop your own creative web site. (Example of projects would be, but not limited to interactive art, web application, or an innovative navigation, as long as the student's creativity is developed and put to use.)

  Your project folder should contain the following:

  1) The Project
  Name the files and folders clearly under your own structure, and comment on the codes with your understanding and explanations on the functions.

  2) Your short description of the project containing the followings (doc or HTML format).
  ** What is this project, Why this project is important (introduction)*
  ** How this project works (user flow chart, technical description)*
  ** What did you learn? What benefit can it give? (insight / discussions)*
  ** Where did you get the information? (credits, references)*

  3) Video or image documentation of the walk-through of the user experience
  ** For image*

Image should be photoshopped containing the image of the frame of the device the users would be using. Submit a single PDF or a png/ jpg 72dpi file named numeric order (sample_01.png, sample_02.png) can be submitted.)
** For video*
Video should be Quicktime h264 format
Use any screen capture program to document the walk through of the user's experience.

Grading

Participation: 10%
Presentation: 10%
Weekly Assignments 10% (2 simple exercises each of 5%)
Midterm Project 20%
Final Project: 50%

Grading will reward creativity, originality, conceptual and aesthetic usability, and clear and thorough documentation and presentation. It is acceptable for weekly assignments and the midterm project to be regarded as explorations and work-in-progress, as far as production value is concerned, however the final project must be a complete, functional, well-documented and well-presented work. Late submissions or lateness, absence will result in downgrades.

Selected TCNJ Policies

TCNJ's final examination policy is available on the web:
http://www.tcnj.edu/~academic/policy/finalevaluations.htm

Attendance

Every student is expected to participate in each of his/her courses through regular attendance at lecture and laboratory sessions. It is further expected that every student will be present, on time, and prepared to participate when scheduled class sessions begin. At the first class meeting of a semester, instructors are expected to distribute in writing the attendance policies which apply to their courses. While attendance itself is not used as a criterion for academic evaluations, grading is frequently based on participation in class discussion, laboratory work, performance, studio practice, field experience, or other activities which may take place during class sessions. If these areas for evaluation make class attendance essential, the student may be penalized for failure to perform satisfactorily in the required activities. Students who must miss classes due to participation in a field trip, athletic event, or other official college function should arrange with their instructors for such class absences well in advance. The Office of Academic Affairs will verify, upon request, the dates of and participation in such college functions. In every instance, however, the student has the responsibility to initiate arrangements for make-up work.

Students are expected to attend class and complete assignments as scheduled, to avoid outside conflicts (if possible), and to enroll only in those classes that they can expect to attend on a regular basis. Absences from class are handled between students and instructors. The instructor may require documentation to substantiate the reason for the absence. The instructor should provide make-up opportunities for student absences caused by illness, injury, death in the family, observance of religious holidays, and similarly compelling personal reasons including physical disabilities. For lengthy absences, make-up opportunities might not be feasible and are at the discretion of the instructor. The Office of Academic Affairs will notify the faculty of the dates of religious holidays on which large numbers of students are likely to be absent and are, therefore, unsuitable for the scheduling of examinations. Students have the responsibility of notifying the instructors in advance of expected absences. In cases of absence for a week or more, students are to notify their instructors immediately. If they are unable to do so they may contact the Office of Records and Registration. The Office of Records and Registration will notify the instructor of the student's absence. The notification is not an excuse but simply a service provided by the Office of Records and Registration. Notifications cannot be acted upon if received after an absence. In every instance the student has the responsibility to initiate arrangements for make-up work.

TCNJ's attendance policy is available on the web: http://www.tcnj.edu/~recreg/policies/attendance.html

Academic Integrity Policy
Academic dishonesty is any attempt by the student to gain academic advantage through dishonest means, to submit, as his or her own, work which has not been done by him/her or to give improper aid to another student in the completion of an assignment. Such dishonesty would include, but is not limited to: submitting as his/her own a project, paper, report, test, or speech copied from, partially copied, or paraphrased from the work of another (whether the source is printed, under copyright, or in manuscript form). Credit must be given for words quoted or paraphrased. The rules apply to any academic dishonesty, whether the work is graded or ungraded, group or individual, written or oral.
TCNJ's academic integrity policy is available on the web:
http://www.tcnj.edu/~academic/policy/integrity.html.

Americans with Disabilities Act (ADA) Policy
Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact the Office of Differing Abilities Services (609-771-2571). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992.
TCNJ's Americans with Disabilities Act (ADA) policy is available on the web:
http://policies.tcnj.edu/policies/viewPolicy.php?docId=8082

Course Schedule

Course schedule is subject to change depending on the student's skills and interests.

week 1: Jan 19th

Introduction to PHP

- *Course introduction*
- *Introduction to PHP and server side programming*
- *Technical : PHP Syntaxes, Basic PHP commands (POST, GET) and HTML FORMS*

week 2: Jan 26th

Programming with PHP

- *Creative web interfaces*
- *Technical : PHP variables, arrays, conditionals, loop, functions*

week 3: Feb 2nd

Remembering

- *Data and algorithm as art : Lev Manovich*
- *Technical : Cookies and sessions, image upload*

week 4: Feb 9th

Organizing and saving data

- *Data Visualization*
- *Technical : Introduction to database, basic SQL commands, creating and connecting to database*
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week 5: Feb 16th

Retrieving and showing data

- *Data visualization*
- *Technical : Retrieving, showing, and updating database*

week 6: Feb 23rd

Enhancing the visual

- *Information design, grid system*
- *Technical : Review of PHP and mySQL programming*
- *Midterm project checkup & troubleshooting*

week 7: March 1st

MIDTERM

- *Midterm presentation, Q&A*

Effects and Usability

- *Introduction to user experience design*
- *Technical : Jquery, Javascript*

week 8: March 15th

Application 1 : Flash and XML

- *Examples of good user experience design*
- *Technical : Flash XML*

week 9: March 22nd

Application 2 : Facebook API

- *Social networking services and participatory culture*
- *Technical : Integration with Facebook API*

class 10: March 29th

Application 3 : Wordpress

- *Content Management System*
- *Technical : Introduction to using wordpress*

class 11: April 5th

Testing, Debugging

- *User testing, trouble shooting*
- *Technical : Browser compatibilities, coding for mobile, etc*

class 12: April 12th

TBA

- *Technical : TBA, upon student's request of technical assistance for final project development*

class 13: April 19th

TBA

- *Documenting & presenting your work*
- *Final project user testing, Q&A during class*

class 14: April 26th

FINAL

- *Final project presentation*