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<html>

  <head>
    <title>JOUR449 - Syllabus</title>
  </head>

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  <body>

    <main>

      <div id="J449">
        <h1>Design of Online Content</h1>
      </div>

      <div>
        
      </div>

      <div id="Info">
        <p>Fall 2020
        <br> Section 1 & Section 2
        <br> Delivery Method: Online
        </p>
      </div>

      <div id="Instructor">
        <p>Jason Porter
        <br><a href="mailto:jp14@email.sc.edu?Subject=Hello"
        target="_top">jp14@email.sc.edu</a>
        <br>(803) 777-3302</p>
      </div>

    </main>

    <footer>
      <p> Updated: 2020-07-18</p>
    </footer>

  </body>

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Course Description

This course is designed to serve as an introduction to the skills and processes involved in the design and display of online content commonly delivered on personal computers, smart phones and tablets. The course will cover strategic planning; measuring online audiences; creating functional, aesthetically pleasing online content; and the multidisciplinary nature of online-based design.

These are components of online content:

- Lives on a screen, usually on a website
- Tells a story
- Uses multimedia, graphics, photography, video, animation, sound, text, and databases
- Provides opportunities for interactivity
- Displays on multiple platforms
- Involves user experience (UX) and user interface (UI)

Prerequisites

JOUR 346 Graphics for Visual Communications with a C or higher

A grade of C in this course is required for it to be counted towards the College of Information and Communications graduation requirements.

Learning Outcomes

Upon passing this course, you should be able to:

- Identify strategic considerations—such as audience, storytelling, technology and budget—in the planning, design, coding and delivery of online content for commercial and nonprofit organizations.
- Recognize how effective, aesthetically pleasing multimedia content reflects the marriage of design and storytelling principles with the functional and informational demands of the online landscape.
- Differentiate the roles within the multidisciplinary teams that are often required to develop and deliver online content.
- Create effective, aesthetically pleasing online interface designs that take into account user experience (UX) and user interface (UI) for delivering content on a variety of platforms.
- Use current coding and web standards to publish online content with an effective, aesthetically pleasing interface.

Topical Outline

You will learn by:

- Reading about current practices and theory of online content design
- Reviewing and implementing production practices and workflows for designing and delivering online content
- Writing and editing basic code related to the display and delivery of online content and navigation
- Create an interface for a web site and generate visual assets for the site
- Work in a team to create a prototype website for a client

- Create an individual website that displays examples of what you've learned in the class
- Take skills tests that measure knowledge of basic coding and software tools.

The Professor

My name is Jason Porter. I have created art as an animator, illustrator, designer, and motion graphics artist for web, video games, film, and television commercials. My current research is in VR/AR interactive environments. To find out more about my work, my website is jasonthewebsite.com.

Communications

My office hours are by appointment only via Zoom. Class communications, when outside of office hours, will primarily take place via UofSC email (jp14@email.sc.edu) and through the class Slack channel. Please check your email and Slack daily for class communications.

Use the following link to join the class Slack Channel; your first homework assignment will be there:

Course Materials

Lectures, coding demonstrations, assignments, useful website links, required readings and grading information for the entire semester has been posted on Blackboard. You will be able to go through the entire course at your own pace, as long as you submit the assignments by their deadlines.

You must set up a free account with the online coding tutorial Codecademy.com. A subscription to Lynda.com is also required. You can get a subscription for free by using a Richland County Library card. This online resource has excellent video tutorials for all types of software, including Photoshop, Illustrator, and Dreamweaver. A subscription to the Creative Suite is not required but may be helpful.

W3Schools, Smashing Magazine, SiteInspire, and Communication Arts are all helpful resources.

Please note that you will encounter limitless, free copy-and-paste, customizable code online for web components (such as slideshows, galleries, page features, etc.) I am generally OK with you using these resources after you learn the basics of code and you are capable of fully understanding, interpreting, and customizing the code that you use. However, I cannot guarantee that I am able to help you troubleshoot an un-original piece of code. For example, we do not learn much JavaScript in this class, so I discourage you from using open-source JavaScript that you (and I) may have difficulty navigating. Bottom line: Use this code at your own risk.

Grading Policy & Scale

Your final grade is based on the number of points you earn, weighted as follows:

Item	Points	Percent
HW - Slack	5	2.5%
HW - Domain	5	2.5%
HW - HTML - Recipe	5	2.5%
HW - HTML - Pet Peeves	10	5%
HW - HTML - Favorite Things	10	5%
HW - Band - Creative Brief	5	2.5%
HW - Band - Wireframe	5	2.5%
HW - Band - Mock-up	5	2.5%
HW - CSS - Pet Peeves	5	2.5%
HW - CSS - Article	10	5%
HW - CSS - Multi-Page	15	7.5%
HW - Grid - Layout	5	2.5%
HW - Grid – Media Queries	10	5%
HW - Grid - Design	15	7.5%
Restaurant Project	90	45%
TOTAL	200	100%

I am unable to discuss grades or other personal academic matters via email; this is what office hours are for, so please schedule a zoom chat with me for any questions. If you wish to dispute the grade of a specific assignment, you may do so during the week following the return of the grade. After 5 days, your ability to dispute ends.

Grade	Percent Range	Standards
A	100 - 90	Excellent work
B+	89.9 - 85	Exceeds standards
B	84.9 - 80	Average work
C+	79.9 - 75	Slightly below standards
C	74.9 - 70	Below standards
D+	69.9 - 65	Unsatisfactory work
D	64.9 - 60	Very unsatisfactory work
F	59.9 - below	Fails to meet standards

Deadlines

I do not accept late work.

If you have a medical, family, or other emergency that will prevent you from meeting a deadline, you must contact me to discuss the situation. You may also make arrangements to turn in work before the due date.

I understand that we are in unprecedented times with COVID-19 and will work with you to discuss your individual situation. Do not hesitate to reach out about what is going on in your life and we'll figure out a solution regarding this course.

Attendance

This course is asynchronous and online; therefore, I will not take any form of attendance. You are responsible for your own progress through the course.

Counseling Services

The University offers [counseling and crisis services](#) as well as outreach services, self-help, and frequently asked questions.

Class Schedule

The class schedule is subject to change.

Date		Topic	What's Due Each Week	
24 - Aug	Week 01	What is the Web?	Slack	
31 - Aug	Week 02	Content First & Workflow	HTML - Recipe	
07 - Sept	Week 03	Creative Briefs	HTML - Pet Peeves	Band – Creative Brief
14 - Sept	Week 04	Wireframes & Sitemaps	HTML – Favorite Things	Band - Wireframe
21 - Sept	Week 05	Mock-up & Prototypes		Band – Mock-up
28 - Sept	Week 06	CSS	CSS – Pet Peeves	
05 - Oct	Week 07	The Box Model	CSS – Article	
12 - Oct	Week 08	UI/UX	CSS – Multi-Page	Restaurant Creative Brief
19 - Oct	Week 09	Mobile First Design		
26 - Oct	Week 10	CSS Grid	Grid – Layout	Restaurant Wireframe
02 - Nov	Week 11	Media Queries	Grid – Media Queries	
09 - Nov	Week 12	Responsive Design		Restaurant Mock-up
16 - Nov	Week 13	Work Week	Grid – Design	
23 - Nov	Week 14	Work Week		Restaurant Draft 1
30 - Nov	Week 15	Work Week		Restaurant Draft 2
07 - Dec	Week 16	FINALS		Restaurant Final Website

Additional policies specific to course instruction for the University of South Carolina are posted on Blackboard.