

PHPJ 375

Mon 11:00 am - 12:50 pm
Wed 11:00 am - 1:50 pm
GAN-2130 Harris Computer lab

INSTRUCTOR

Josh Meltzer
Assistant Professor

OFFICE: GAN-2294
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OFFICE HOURS

Tuesdays – 3-4:30 pm
Wednesdays – 3:00-4:30 pm

I'll be happy to make an appointment with you if you cannot see me during the above hours. Always email me to schedule an appointment, even during office hours.

I will reply to your emails as soon as I can, and will make every effort to answer all within 24 hours or less. If I have not responded in 24 hours, please send a second reminder, you won't be bothering me.

*Though you are welcome to connect with me on social media, please do **not** use those mediums as the primary method to contact me about class work.*

IMPORTANT DATES

Jan 21 – MLK Day No Class

Jan 22 – Last day Add/Drop

Feb (5-7 TBA) – Carol Guzy Lecture

March 10-17 – Spring Break

April 5 – Last day to drop w/ 'W'

April 30 – Reading Day

May 8 @8am – Final Exam

INTERACTIVE NARRATIVE STORYTELLING

MISSION

This introductory level course is designed to give students a fundamental understanding of programming and interactivity for the web as we learn to build compelling websites with visual content. The course will teach students to hand code websites in order to understand fundamentally how they work and function as well as use existing frameworks to build interactive desktop and mobile sites. Students will work with some of their own content and with images and stories generated concurrently and in previous semesters for their final projects

Understanding modern web technology is critical in today's online visual environment in order to create custom work that uses the full extent of the power of interactive storytelling.

GOALS

1. Acquire HTML/CSS website skills
2. Learn how to use legal web typography effectively and creatively
3. Understand the process to use FTP and upload content online
4. Basic Javascript / jQuery
5. Ability to search for, use and adapt plugins to your needs
6. Understand and manually employ media queries, responsive design and mobile specific design.
7. Work in small teams collaboratively with other courses to produce content online
8. Continued practice of the importance of, workflow, process and deadlines

TOPICS

HTML • CSS • Workflow • Responsive Design • parent-child cascading relationships • Web Hosting • FTP • file management • preparing images for the web • media query • Javascript • JQuery • UI • UX • manipulating the DOM • events • JQuery plugin use • group project dynamics • site maps • wire frames • web design/ typography

DEADLINES

All assignments are due at the beginning of class of the due date. You must be present on assignment deadline classes to receive a grade at all. Failure to be present in person will be equivalent to a reduction of one letter grade. End of story.

Late work will receive a reduction of a letter grade for every 24 hours it's late starting immediately after the beginning of class.

Some assignments will have preliminary deadlines which must be adhered to as well, and will be explained fully in the assignment.

CELL PHONES

Do not use your cell phones in class unless asked to for an exercise. Please leave them in your bag or pocket. You will be asked to leave if you are using them for non-class related activities. When working on responsive design, I may ask you to view your project on a mobile device in which case you will be allowed to use it in class.

LAPTOPS & LAB COMPUTERS

This will be a heavy computer use class, both in lecture class days and in lab. You are welcome to either use the lab computers or your personal laptop for work, but please completely refrain from doing non-class related work, including checking social media accounts, email or other course work, during our class time. The pace will be fast and you can fall behind quickly.

RIT provides you with adequate computer and software technology for class and homework projects, but if you choose to use your own computer or software (see below) it is your responsibility to acquire the software and keep your machine up and running.

SOFTWARE

If you choose to use your own laptop, we will be using parts of the Adobe Suite, in particular, a program perhaps not familiar to you yet, called **Brackets** for writing code. It is free and you're welcome to download and install it at brackets.io

GRADED ASSIGNMENTS

1. Class web page	10 points
2. Web typography	5 points
3. Garbage Plates	15 points
4. Media Query	5 points
5. Javascript Exercises	5 points
6. JQuery Plugins	10 points
7. Final Project	45 points
8. Participation	5 points
TOTAL	100 points

PARTICIPATION (5 POINTS)

Q: What I will count for participation?

A: Discussing work in class, providing feedback to fellow students, asking questions that you have based on readings or assignments and commenting on work that you find on your own. Taking good notes, being an active listener and leader in promoting friendly discussion in class and labs.

Q: What does not count for participation?

A: Simply showing up for class, showing up on time, only speaking when prompted, or in general, being a passive student.

GRADING CRITERIA

Grading your assignments will be based on the following criteria.

- *Deadline met*
- *Technical superiority*
- *Vision and planning to meet the needs of each assignment*
- *Creativity*
- *Functionality*
- *Adherence to assignment instructions*
- *Functionality of teamwork in group projects (good team dynamics)*

GRADING SCALES

94-100 pts = A	
90-93 pts = A-	73-76 pts = C
87-89 pts = B+	70-72 pts = C-
83-86 pts = B	67-69 pts = D+
80-82 pts = B-	63-66 pts = D
77-79 pts = C+	60-62 pts = D-
	0-59 pts = F

WEB HOSTING

You will be required to have your own URL website. You can get one through a private provider for a small fee (*you may already have one that you can use for this course) OR you may get free space through the university (100% free).

I will show you how to do both options the first week of the semester, so you don't need to come to the first class with your site URL already.

Whatever service you use, make sure you have the FTP login instructions for uploading. We'll go over this in class but it is your responsibility to bring the login username and password to class every day.

Email the login information to yourself so that you can easily find it.

GRADING LEVELS

[**A**] The work has exceptional merit: superior vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills all assignment requirements and goals in an exceptional and significant manner. Technical quality of work is excellent. It follows assignment instructions. The assignment is complete, (all specifications of the assignment - amount, content, etc. have been adhered to) and shows no technical flaws in exposure, nor printing. The contrast and color have been accurately corrected. Not only is the student able to communicate a clear idea or intent, but also is able to do so in an inventive, engaging manner effectively using formal and technical decisions. The work not only responds appropriately to the assignment, but it pushes it in innovative, and unexpected positive directions.

[**B**] Work is well done. Work exhibits good vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills assignment requirements and goals in a better-than-average manner; however, vision, storytelling, and/or aesthetic quality could be improved. The assignment is complete and shows very few technical flaws. The student is able to communicate a clear intent in as much as the work engages viewer attention through good use of formal and technical tools. The work respond appropriately to the assignment.

[**C**] Work is of average quality. Work exhibits acceptable but average vision, creativity, storytelling, thoughtfulness and effort, and fulfills assignment requirements and goals in an average manner. The assignment is complete, though there may be some technical problems. The student attempts to make use of formal and technical tools to effectively communicate his or her ideas. The work responds appropriately to the assignment.

[**D**] Work shows a barely adequate effort. Work demonstrates some effort to fulfill the assignment requirements and goals but is unacceptable and poorly executed. The work demonstrates that the student tried to fulfill the assignment but had serious technical problems or did not carry through with enough effort to produce a usable assignment. The assignment is incomplete, and/or there exist significant errors. The work expresses the intent of the student in a confused, ineffective manner. Little serious attempt is made to use formal and technical tools to communicate clear, intended meaning. The work fails to respond to the central problems posed by the assignment.

[**F**] Student turned in something, but the work is unacceptable. Work does not fulfill assignment requirements and goals and demonstrates unacceptable effort and results. Or, work is incomplete technically, in content, or missed deadlines.

[**ZERO**] Student turned nothing in at all.

TENTATIVE SCHEDULE

Subject to change

WEEKS 1-2 Jan 14-23
Beginning HTML markup,
working in Adobe Brackets, FTP
server

WEEKS 3-7 Jan 28 - Feb 27
CSS, fonts, responsive design,
CSS-grid, Frameworks

WEEK 8 Mar 4-6
Javascript basics

WEEK 9 Mar 11, 13
Spring Break

WEEKS 9-10 Mar 18 - 27
jQuery and plugins

WEEKS 11-17 Apr 1 - 29
Final interactive group project

HARD DRIVE FORMATTING

Our lab for class is a Mac lab, and you should make sure the first week of class that your hard drive is formatted so that you can both read and write to and from your drive on a Mac computer. If you need the drive to also work on a PC or are unsure if it is formatted correctly, please let me know after class. I can help you format your drive, however that will erase your content, so you'll need to figure a way to copy everything off of your drive before formatting and then copy it back onto the drive after we format it.

CRITIQUES

One reminder about critiques in class. I want involvement from everyone. The critiques need to be honest and constructive. You can be tough without tearing people apart. A thin line often separates what is perceived to be constructive versus destructive feedback. Find the balance, and when in doubt, take the higher road.

Likewise, feedback that is full of hot air and praise does little to help one another grow. Speak positively when you really feel something is great, and critique when you have constructive feedback and suggestions. Participate, participate, participate. This will be part of your grade.

When receiving a critique, you need a similar balance. There is a fine line between defending your position and making excuses. Be a good listener. Don't be so connected to your work that you lose sight of how it could be better. You need to develop a thick skin and an open mind. We will use our time to focus on solutions instead of problems. I want you all to be successful. Asking questions is never wrong.

Harsh and honest critiques aren't easy, and I understand that, but we have a limited time together and I want to use this time to make our work stronger. Liken it to an athlete who has to suffer through training in order to perform at his or her best. My word is only one person's opinion (though I write your grade) so please don't take it as the only way.

REPEAT AFTER ME

Back up your work.

Back up your work.

Back up your work.

EXTERNAL HARD DRIVE(S)

Buy a hard drives for your work. Don't lose it. In fact, have two or use the cloud for a second or third place to back up your work. You will spend a HUGE amount of time doing the smallest things in this class, and it would be key for you to place the work in at least two places to avoid having to redo the work.

Though the work for this class will not be huge files, you will need an adequate amount of space for your final project which will likely have images and/or video. Plan to have or buy at least a 500GB drive or even 1TB or 2TB sized drive to get more bang for your buck.

The drive should be USB3, Firewire 800 or Thunderbolt.

ATTENDANCE

Your attendance in every class is absolutely critical, as each lesson builds upon the previous one, and I will not be able to go back and repeat missed material. Attendance is taken at the beginning of each class and lab. **Missing more than two classes will lower your semester grade by one-half of a letter grade per absence beyond 2 absences. I CANNOT be flexible on this policy.** Please do not come late or miss class, as it's disruptive to everyone.

If you know you will be absent or are ill, please let me know in advance whenever possible.

STUDENTS WITH DISABILITIES who require academic and/or auxiliary accommodations for this course must contact the Disability Services Office Student Alumni Union. The phone number is 585-475-6988. Their email is SA-DisabilityServicesOffice@rit.edu

Please DO NOT request accommodations directly from me without a letter of accommodation from the Disability Services Office Student Alumni Union. It's a university policy.

CAD SERVER

You will have access to the CAD server where you can store some files and turn in your work. This area NOT large enough for you to backup large amounts of data, but it can be a place to backup in-progress projects, or some smaller files should you need a 2nd or third place to back up your work. It fills up quickly and should not be considered a replacement for your external hard drive(s) or your own cloud storage. Please remember that though connecting to the server from off campus is technically possible, it is very slow, so cannot be relied upon for turning in work at the last minute efficiently.

LAB

Our lab time is for you so that you will have adequate supervised access to facilities as well as individual assistance with your work. You are expected to work during this time. Sometimes I'll use the time to present new lessons or ideas and other times I will allow you time to work on homework or projects, but don't count on that time being the only time you'll be given to work on projects – homework is primarily to be done outside of class and lab. Lab time is, however, a GREAT place to bring in progress work with questions for me, so come to lab prepared with work to critique, with questions to ask or tutorials to complete. I will let you know each week whether we will have lab time for homework, for lecture or for group project work. We will use all of every lab, so, just as you would for class time, show up on time and follow respect rules to your instructor and classmates.

WORK ETHIC / TIME COMMITMENT:

You will most likely be unable to finish all of the necessary studio work during lab time alone, so expect to spend additional time outside of class completing assignments. A 3-credit class requires that you spend a bare MINIMUM of 6 hours outside of class time on assignments or course work each week with more as we work on our final projects. Learning to be an effience developer requires some time spent several times a week going through tutorials and exercises. As much as I can I will attempt to make these fun, but much of what we'll learn in class requires repetition and practice, so these exercises should not be skipped. The work up front will pay off towards the end of the semester and beyond.

PLAGIARISM

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used.

To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism.

Disposition of Offenses - Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal.

Taking ideas and examples from others and using those to inspire your work is **NOT** plagiarism and should be encouraged. This is an important distinction. Furthermore, in the world of coding, it is sometimes common practice to use a bit of code found on tutorials or forums online to troubleshoot. This should be done sparingly and you should always give credit to the source.