
ITP 104: Internet Publishing Technologies

- Course:** **Internet Publishing Technologies**
<http://webdev.usc.edu/itp104a>
Fall 2007
Course 31806
2 Units
- Lecture:** *Mondays from 5 – 6:20 p.m. in KAP160*
- Lab:** *Mondays 6:30 – 7:50 p.m. in KAP160*
- Instructor:** **Patrick Dent**
OHE530D
dent@usc.edu
(213) 821-1400
- Office Hours:** Mondays, 12:30 – 2 p.m., 4 – 5 p.m.
Tuesdays, 4 – 5 p.m.
Wednesdays, 1 – 2 p.m.
(Please make appointment when possible)
- Grader:** **Kalyani Soniminde**
soniminde@usc.edu
- Description:** This course is intended to teach the basics involved in publishing content on the World Wide Web. This includes the ‘language of the Web’: HTML, the fundamentals of how the Internet and the Web function, a basic understanding of graphic production with a specific stress on creating graphics for the Web, and a general grounding introduction to more advanced topics such as programming and scripting. This class will also expose students to the basic tools and applications used in Web publishing.

Requirements:

Students are expected to:

- Attend and participate in lecture discussions and critiques
- Attend and complete weekly lab quizzes, assignments and projects
- Manage and complete individual class projects

Students are responsible for completing assignments and projects by stated deadlines. Most assignments will be uploaded by students to their USC Web space and posted in an itp104 directory.

Academic Integrity:

Student should be aware of the universities policies regarding student conduct, and in particular issues related to academic integrity:

<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov03.html>
<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov05.html>

Grading:

Grading will be based on lecture attendance and participation, completed assignments and projects, midterm grades, and a final individual project.

Final grades will be determined as follows:

<i>Weekly Quizzes, Assignments and Projects:</i>	30%
<i>Class Participation and Attendance:</i>	15%
<i>Midterm Examination:</i>	20%
<i>Individual Final Project:</i>	35%

Projects:

It is the responsibility of the student to make sure projects and assignment are turned in on time. Make sure you follow the procedures outlined in each assignment or project.

Late projects will be credited for HALF of the total points. No projects will be accepted later than two weeks from the due date.

Texts:

HTML: A Beginner's Guide, *Third Edition*, Willard, Osborne, 2006. *(required)*

Dreamweaver CS3 Hands-On Training, Chow, Peachpit Press, 2007. *(recommended)*

Course Overview:

Week 1	Aug 27	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML
Week 2	Sep 03	<i>University Holiday</i>
Week 3	Sep 10	Basic HTML, FTP and 'uploading' files to a server
Week 4	Sep 17	Review of Basic HTML, 'Good code.' HTML Tables
Week 5	Sep 24	HTML Tables review, Introduction to Web design, color issues
Week 6	Oct 01	Intro to graphic production
Week 7	Oct 08	HTML Forms
Week 8	Oct 15	HTML Review, Using CGI scripts with forms, Navigation graphic production
Week 9	Oct 22	HTML Exam
Week 10	Oct 29	Using a 'visual editor', Introduction to Dreamweaver, HTML Frames
Week 11	Nov 05	Web technologies overview, the Web development industry, Next-generation development
Week 12	Nov 12	Style Sheets, Layers
Week 13	Nov 19	Introduction to Dynamic HTML, 'Behaviors' in Dreamweaver, 'Timelines' in Dreamweaver
Week 14	Nov 26	Animated GIFs, Imagemaps, graphic production tips
Week 15	Dec 03	More DHTML (con't), Object-oriented programming, Introduction to Javascript, Beyond HTML to other Web technologies, Web Hosting

Dec 07 Web projects posted by 6 p.m. to assignment page

Dec 13 Student Presentations of Web projects