JTC 472
Course Introduction

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JTC 472

- Successor to JTC 372
- All of you took that class
- Technical elective for CS/ACT
- First time I have created a class from scratch
- Experimental
- Fluid
- Level appropriate for prospective communication professionals
- Deeper look at some topics introduced in JTC 372
- Also some totally new topics
- Potentially challenging, but will adjust as necessary

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Course Topics

- Advanced HTML5/CSS3 - 4 weeks
- More SEO - 1 week
- Scripting - 2 weeks
- Databases - 1 week
- Application languages - 1 week
- Frameworks - 1 week
- Content Management Systems - 2 week
- Data - 3

Advanced HTML5/CSS3

- More semantic elements
- Advanced selectors
- Advanced image elements and formats
  - WebP image compression format
  - HTML5 <picture> element
- Accessibility techniques
- Multimedia
- Advanced flex
- CSS Grid
- HTML forms - layout

Advanced Search Engine Optimization (SEO)

- Rich snippets
- Structured Markup
- Schema
- Other techniques

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Scripting

- Javascript
- jQuery

Databases

- MySQL (MySQL Server, GUI tool on USB)
- Applications with database back end
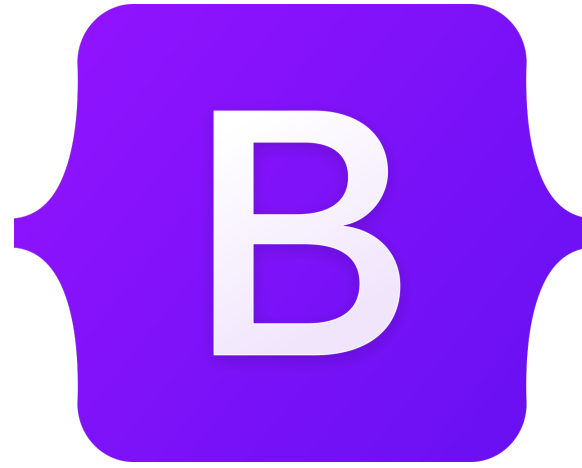
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App language(s)

- PHP
- Development environments
  - Laragon (PC)
  - ????? (Mac)

Laragon

Frameworks/Content Management Systems

- Bootstrap
- Wordpress

Data

- Basic numeracy concepts
- Statistics review
- Basic terms (mean, median, standard deviation, etc.)
- Spreadsheet techniques
- Data formats
  - CSV
  - JSON

Course Website

www.jtc472.net

JTC 472

JTC 472 - Advanced Web Design and Development

JTC 472 is a successor class to JTC 372 - Web Design and Development. Its focus will be on web markup, styling and scripting languages used commonly in developing rich content for visual narratives, at an advanced level appropriate for prospective communication professionals.

Special attention will be paid to advanced HTML5 markup and CSS3 styling as it relates to accessibility, image preparation and delivery, search engine optimization and responsive layout techniques.

Students will work with Wordpress , a widely-used Content Management System.

Introductory programming techniques will be introduced in a segment that will incorporate scripting in Javascript.

Finally, a Data segment of the class will explore issues related to the acquisition, analysis and visual presentation of data in web documents.

Upcoming

Tuesday, Jan 17
Introduction

Thursday, Jan 19
Brackets/HTML Review

Tuesday, January 24
Laragon Environment

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Lectures

- Delivered via video
- Asynchronous
- Will be ready by 1 p.m. on Tuesday and Thursday
- Similar to JTC 372 videos
- Captioned

Readings

- One or more for most class days
- Less face time means readings more important!

Exercises

- Meant to develop techniques
- Custom or third party
- Custom will use my existing files
- Publish and/or show them to me for credit

Attendance

- Virtual
- Summary of readings/lecture for attendance credit.
- Periodic check-ins
- Will contact you if I believe you are falling behind due to sporadic attendance.

Project

- Working calendar demo
- Original Design
- HTML5/CSS3
- Valid code
- Flex/Grid
- Enter data in form
- Save to MySQL database
- At least one javascript enhancement
- Or, you can propose an alternative that is equivalent

Project

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Presentation /Report

- Written and/or video presentation
- Relevant topic and demonstration/examples
- Topic chosen by me and you

Assignments/Grading

Assignments and Grading

Grading will be based on a point scale for each assignment.

Course letter grades will be the standard A = 90%+, B = 80-89, C = 70-79, etc.

+/- grading will be applied. A+ will be awarded at the discretion of instructor for truly superior work.

Assignment Weights

Assignment	Percent
Class participation	10%
Lab Exercises	30%
Class Report/Presentation	30%
Final Project	30%
Total	100%

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Attendance Assignment

After you have viewed the introductory lecture, please answer the following:

- What development computer do you intend to use in the class?

- Is it a laptop or desktop? Is it a Mac or PC?

- Do you have access to Adobe Photoshop on your machine? How about Adobe Illustrator?

- What is your typical availability for the following time periods? These are potential times you could check in with me in lab or at my office.
  - T/Th 1-3 p.m.
  - T/Th 4-5 p.m
  - T/Th 6-7 p.m
  - M/W 11 a.m.-noon

- Do you have any concerns with the video lectures, or anything you'd like to discuss with me?

Final Thoughts

- Everyone registered can do well in this class!
- I am not a real programmer
- Self taught
- Closer to programming, the less authority I have
- Difference in student backgrounds
- Try to find specific tasks for projects/exercises
- Subject to change
- Time constraints
- Student interests

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