

Web Development Tools

JMA 345 and JMA 554

Department of Journalism and Multimedia Arts

Section 01 at 3:00-5:40 on Wednesdays in 205 College Hall

Instructor: Nick Sinagra

Office: 347 College Hall

Office Hours: 2:00 p.m. – 3:00 p.m. on Wednesdays or by Appointment

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Class Web Site: <http://www.jma.duq.edu/classes/sinagra/jma345>

Course Description

Students will use professional development tools, such as Dreamweaver, that relieve web developers from having to know in-depth programming languages in order to develop sophisticated database-driven websites. Layers, behaviors, animation, style sheets and templates are demonstrated and used.

Learning Materials

Textbook: Dreamweaver CS4 Bible, Wiley, ISBN-13: 978-0470382523

Materials needed for each class:

- All the assignments will be submitted electronically. Thus, you must have access to the Internet. You may work at home, if you have Dreamweaver CS4, or at the University.
- All e-mail will go to your Duquesne e-mail address.
- A (512 MB minimum) Flash Drive

Course Objectives

After completing this course, you should be able to:

- Create remote and local sites
- Utilize Photoshop to manage Web site assets
- Use the Property Inspector to modify properties of text and graphics
- Create and use tables
- Design a professional-looking Web site
- Create and use CSS
- Use Templates and SSI to develop a Web site
- Employ Behaviors (JavaScript) to open popup windows, hide and show layers, popup messages and alter the Status Line, create fly out menus and create navigation bars.
- Develop a Database for a Dynamic Web site
- Create Dynamic Web pages
- Use interactive forms to update databases
- Add Flash objects

- Understand the basics of RSS Feeds
- Develop Web sites for Mobile Devices

Department of Journalism and Multimedia Arts: Perspective and Skills

The Department of Journalism and Multimedia Arts offers both undergraduate degrees and graduate degrees in the Multimedia, Advertising, and Web Development fields.

The Department of Journalism and Multimedia Arts empowers students to become effective and thoughtful civic communicators in a wide variety of media.

Students learn media theory – so they can understand the complex roles, functions and ethical obligations of media – and the practical skills that enable them to become successful media practitioners. Our students go on to work for newspapers, magazines, television and radio stations, for-profit and non-profit public relations and advertising agencies and organizations, and a wide array of Web and Multimedia design and development industries in the public and private sectors.

Upon completing the program, students will possess a thorough understanding of media forms and delivery systems that will enhance their power as citizens and position them for careers in the ever-expanding universe of media industries.

Course Requirements

Reading Assignments. Reading assignments are listed on the tentative course schedule. Reading assignments cover the conceptual aspects of the course. The readings are optional, however, they are highly recommended so that you obtain a conceptual understand of topics, which **may or may not be covered during class time.**

Class Format and Participation. The course will be a mixture of demonstration, discussion, and hands-on experiences. Much of the class periods will be spent developing materials and projects. You will share the results of your efforts with the class through project demonstrations and presentations. Topics from the assigned readings will also be discussed in class and you should actively participate in class discussions.

Learning Activities. Assignments are due throughout the semester as shown on the tentative course schedule. The assignments represent a significant portion of your course grade. They are intended to help you learn a variety of software applications and effective design principles. Several assigned activities require that you have storage media.

Due Dates. Assignments are due at the beginning of the class period as indicated on the tentative course schedule. Late assignments will receive a 10% per class period penalty up to a maximum of 30%.

Evaluation and Grading

Activity	Points
Assignments	50%
Mid-term Group Project	25%
Final Project	25%

Grading scale is A = 90 – 100%, B = 80 – 90%, C = 70 – 79%, D = 60 – 69%.

The Plus-minus system will be used

Course Policies

Attendance. Students should demonstrate professional behavior by attending class and actively participating in class activities.

I-Grade policy. Students must complete 80% of the coursework to warrant a grade of incomplete ("I"). The McNulty College policy states that "I" grades must be removed by the date specified in the Duquesne Calendar.

Academic integrity. Students are expected to adhere to the University's rules and regulations on academic integrity. Students are responsible for reading the University's academic integrity policy. See: <http://www.liberalarts.duq.edu/academicintegrity/index.html>

E-Mail. Students and instructor will often communicate electronically. Some assignment instructions may be given using e-mail. Students should check e-mail regularly.

Students with disabilities. Students with a documented disability may obtain appropriate academic support through the Office of Special Student Services. Please notify the instructor and contact the Office of Special Student Services (412) 396-6657 for additional information.

Emergency preparedness plan. Emergency procedures are posted in classrooms. Students and faculty are responsible for acquainting themselves with emergency procedures so that they are prepared if an emergency occurs.

Computer Lab Policies

Lab Availability. You can have 24-hour access to the 205 lab by taking your DU Card to Sally Richie in 341 College Hall. Always check the lab schedules posted on the doors. If there is a class in the lab, you **MUST** ask the instructor **BEFORE** class begins if you can sit in on the class.

Food and drink. Food is not allowed in the computer labs. Water is allowed. All containers must have a lid or cap. All other drinks are not allowed.

Cell phones. Please turn off all cell phones before class begins. If your cell phone rings during class, you will be asked to leave class for the day.

Lost and found. All lost items will be placed in the Lost and Found box in the 205 lab. If these items are not claimed within two weeks, they will be discarded.

Printers. We have two printers in each lab, one color and one black. Please be respectful of our equipment and your classmates. Do not print during class and do not print excessively.

Log Off. Make sure you log off your computer after class.