MERCER COUNTY COMMUNITY COLLEGE
DMA 144-040: Internet Tools and Techniques—Spring 2022 Course Syllabus

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Meeting Time: **Mondays and Wednesdays, 12:00-2:30 PM** remotely via Microsoft Teams
Office Hours: **Wednesdays, 2:30-3:30 PM** remotely via Microsoft Teams

Instructor: **Matthew DiMatteo**
Email: **dimattem@mccc.edu**
Phone: **908-797-3386**

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Course Description

Introduction to the tools and techniques used to create digital assets, social media posts, and commercial websites. Topics include the history of the Internet, Internet software and hardware, the ethical issues surrounding privacy, accessibility and ownership on the Internet, information architecture, content strategies, and the tools used for social media and creating web pages. Students will research, analyze, diagram, and create websites.

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Course Learning Goals

Upon successful completion of this course, students will be able to:

1. Identify and describe the software and hardware components that form the foundation for the Internet.

2. Design and build digital assets and content used on the Internet for communication.

3. Construct diagrams defining the organizational structures of the Internet using presentation software.

4. Build web pages to present information accessible through the Internet using HTML and CSS.

5. Describe the importance of historical events in shaping the history of the Internet.

6. Debate the ethical implications of how information is structured and accessed using the Internet.

7. Produce and manage two- and three-dimensional digital imagery using professional digital manipulation and illustration software.

8. Apply design principles in the design and creation of digital imagery.

9. Design an architectural plan for a website.

10. Use design principles to create web pages that communicate effectively.

11. Develop and present ideas in both written and oral formats.

12. Recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

13. Use critical thinking skills to understand, analyze, or apply information or solve problems.

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Required Materials

- Flash drive 32- 64 MB
- Graph paper pad or Notebook with gridded lines

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Student expectations for success:

Attendance and Absences
Students will need to attend class regularly to succeed in this course. Students will be allowed up to 2 unexcused absences. If a student is absent more than 4 class sessions in a row, they will be dropped from the course. If a class is missed, it is the responsibility of the student to contact the professor to make sure they are able to catch up on the work missed.

Participation
Students are expected to treat others with respect, pay attention during class, and display a positive attitude. To get the most out of their enrollment in this course, students are strongly encouraged to contribute to class discussions, offer valuable critiques of others' work, and share their own work to receive feedback. Participation counts for 10% of the overall semester grade.

Weekly Work
Students should expect to work on one assignment or project per week. These will include readings, quizzes, small media projects, and written work. Extra Credit assignments are offered 3 times per semester. These are optional and will require work in addition to the regular class work for that week. Students should expect to spend on average eight hours per week working outside of class time.

Extra Credit
Extra credit assignments will be worth 5 points each and will be added to the total of the Assignments weighted section.

Longer-term Projects
There are some projects that students will complete over a period of several weeks. For these, it is important to work consistently through the semester. If you wait too long to get started, you will put yourself at a significant disadvantage.

Grading Criteria
Instructions, due dates, and grading criteria for all assignments and projects are included in this document, and Grading Rubrics are attached to each assignment/project in Blackboard.

Late Work
Time management is a key factor in this course. Students must maintain their time and projects as they see fit. It is important to submit all assignments and projects on time. A student can submit work late at any time; there is not special permission needed to submit an assignment late. Work can be submitted late for up to 4 weeks, and 5 points will be deducted from the grade for each week the work is late. After 4 weeks, a late assignment will receive a score of 0. There are no exceptions to this rule.

Make-Up Exams
If an in-class quiz is missed due to an absence, it is the responsibility of the student to arrange a make-up quiz with the instructor. There will be no grade penalty if the student communicates with the instructor in a timely fashion, the absence is excused, and the quiz is made up within one week. Otherwise, late penalties will apply as they would to other course work. Any work or quizzes not made up will receive a score of 0.

Learning Resources/Study Habits
Students are encouraged to make use of the video tutorial resources available on Blackboard. Remote class meetings in Microsoft Teams will be recorded, and slides recapping what was covered will be available on Blackboard. If you miss anything during class, these are great resources to help you catch up.

Phone Policy

Phones must be kept silent during remote class meetings. In the event of an emergency where you must use your phone to communicate, please leave the meeting so as not to disturb the class. Students that continually violate this policy will be asked to leave the meeting.

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Graded Assignments:

The final grade will be a result of the following:
- 10%   Participation/Critiques
- 20%   Assignments
- 10%   Quizzes
- 40%   Projects
- 20%   Final Project

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Academic Integrity Statement

Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work and that faculty and academic support services staff members will take reasonable precautions to prevent the opportunity for academic dishonesty.

The college recognizes the following general categories of violations of Academic Integrity, with representative examples of each. Academic Integrity is violated whenever a student:

A. Uses or obtains unauthorized assistance in any academic work.

Examples:
- Copying from another student's exam.
- Using notes, books, electronic devices, or other aids of any kind during an exam when prohibited.
- Stealing an exam or possessing a stolen copy of an exam.

B. Gives fraudulent assistance to another student.

Examples:
- Completing a graded academic activity or taking an exam for someone else.
- Giving answers to or sharing answers with another student before, during or after an exam or other graded academic activity.
- Sharing answers during an exam by using a system of signals.

C. Knowingly represents the work of others as their own or represents previously completed academic work as current.

Examples:
- Submitting a paper or other academic work for credit which includes words, ideas, data, or creative work of others without acknowledging the source.
- Using another author's words without enclosing them in quotation marks, without paraphrasing them or without citing the source appropriately.

- Presenting another individual's work as one's own.
- Submitting the same paper or academic assignment to another class without the permission of the instructor.
- Falsifying bibliographic entries.
- Submitting any academic assignment which contains falsified or fabricated data or results.

D. Inappropriately or unethically uses technological means to gain academic advantage.

Examples:
- Inappropriately or unethically acquiring material via the Internet or by any other means including HTML and CSS code.
- Using any electronic or hidden devices for communication during an exam.

Violations of the above stated policy will result in:

Students found to be violating Academic Integrity on any assignment, project, extra credit, or quiz will automatically fail the assignment. Students in violation will also be reported to the Academic Integrity Committee.

Any student who violates Academic Integrity more than one time will fail the course for the semester.

For more information on the Academic Integrity policy, please view the policy online or refer to the student handbook pages 31-34: https://mccc.edu/pdf/handbook.pdf.

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Counseling Services/Student Wellness
Mercer County Crisis Intervention/Suicide Hotline: 609-896-2120

Financial Aid Application Statement

Accessibility Statement

Diversity and Inclusion Statement

MCCC Academic Policies
MCCC Academic Policies
- Academic Integrity
- Academic Standing Criteria
- Withdrawal From Courses
- Repeating Courses
- Graduation
- Outstanding Scholastic Achievement
- Program Change, Audit and Independent Study
- Grading System and Appeals
- Degree Requirements
- Attendance, Leave of Absence, Readmission and Restart

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Assignment Schedule

Week 1   **(1/24 - 1/26)   Course Overview, Intro to Timeline Project**
(Mon. 1/24)   Introductions; Course Expectations, Materials, and Schedule; Submitting Work Online
               Homework: Complete Academic Integrity Agreement **due: *Wed. 1/26***

(Wed. 1/26)   Timeline Project Instructions; Examples of Internet History Timelines; Inventing a
               Technology Company; Adobe Creative Cloud Setup; Intro to Adobe XD

Homework: Read - Brief History of the Internet *due: Wed. 2/02*
               Begin Brainstorming Tech Company PDF ***due: Mon. 2/07***
               Begin Internet History Timeline Project ***due: Mon. 3/07***

Week 2   **(1/31 - 2/02)   History of the Internet, Working with Digital Media**
(Mon. 1/31)   Infographics, Digital Media Rights, Stock Media, Business Plan Examples, Starting the
               Timeline Project in Adobe XD

(Wed. 2/02)   Internet History, Introduction to Adobe Illustrator

Homework: Tech Company Info PDF ***due: Mon. 2/07***
               Study for Internet History Quiz ***due: Wed. 2/09***
               Read: Semiotics Reading ***complete reading by Wed. 2/16***

Week 3   **(2/07 - 2/09)   History of the Internet, Working with Digital Media**
(Mon. 2/07)   Tech Company Discussion; Review of Internet History; Drawing in Adobe Illustrator

(Wed. 2/09)   Internet History Quiz (in-class), Importing images to XD, Assets Panel in XD

Homework: Internet History Quiz ***due: Wed. 2/09***
               Read: Semiotics Reading ***complete reading by Wed. 2/16***
               EXTRA CREDIT - *Timeline Drawings* ***due: Wed. 2/16 (optional assignment)***

Week 4   **(2/14 - 2/16)   Timeline Project Preparation**
(Mon. 2/14)   Preparing for the Timeline Project; Text, Images, Effects, and Patterns in Adobe Illustrator

(Wed. 2/16)   Intro to Semiotics; Basic Image Manipulation in Adobe Photoshop

Homework: TimeLine Info PDF ***due: Mon. 2/21***
               EXTRA CREDIT - *Logo Idea PDF* ***due: Mon. 2/21 (optional assignment)***

Week 5   **(2/21 - 2/23)   Semiotics and Logo Design**
(Mon. 2/21)   Semiotics Review, Logo Design Process, Creating a Logo in Adobe Illustrator

(Wed. 2/23)   Semiotics Quiz, Image Optimization

Homework: Semiotics Quiz (in-class) ***due: Wed. 2/23***
               Logo Design ***due: Wed. 3/02***
               Complete Internet History Timeline ***due: Mon. 3/07***

Week 6   **(2/28 - 3/02)   Website Mapping**
(Mon. 2/28)   Website Architecture and Examples, Site Maps, Mapping a Website in Adobe XD

(Wed. 3/02)   How Digital Images Work, Image Optimization, Basic Image Compositing

Homework: Complete Internet History Timeline *due: Mon. 3/07*

Week 7   **(3/07 - 3/09)   Web Design Intro**
(Mon. 3/07)   Critique Timeline Project; Rules of Web Design; Color Palettes and Typography

(Wed. 3/09)   Style Tile Project Instructions, Creating a Style Tile in Adobe XD

Homework: Image Optimization *due: Mon. 3/21*
                        Website Style Tile *due: Wed. 3/23*

Spring Break No classes from March 14 -18
Be sure to work on the following projects during the break:
Style Tile
Wireframe & Mockup

Week 8   **(3/21 - 3/23)   Wireframes and Mockups**
(Mon. 3/21)   Planning a Website; Wireframes vs. Mockups; Planning a Wireframe

(Wed. 3/23)   Creating a Wireframe and Mockup in Adobe XD

Homework: **EXTRA CREDIT** - *Wireframe Drawings* ***due: Wed. 3/30 (optional assignment)***
                        Wireframe and Mockup Project *due: Wed. 3/30*

Week 9   **(3/28 - 3/30)   Web Development, Introduction to HTML (Hyper Text Markup Language)**
(Mon. 3/28)   How the Internet Works, Web Programming Languages (Overview), Code Editors

(Wed. 3/30)   Introduction to HTML – Document Structure, Elements, Syntax, Nesting, Attributes,
                        Values, Links, Images, File Paths

Homework: Begin HTML document
                        HTML Code *due: Mon. 4/11*

Week 10   **(4/04 - 4/06)   HTML Layouts, Introduction to CSS (Cascading Style Sheets)**
(Mon. 4/04)   HTML Semantic Elements, HTML Layouts and Forms, the ID and Class Attributes, Styles –
                        Inline, in Document Head, in External Stylesheet

(Wed. 4/06)   Introduction to CSS – Syntax, Comments, Selectors, Parent and Child Elements,
                        Inheritance, Specificity, Basic Text Styling, Google Fonts, Browser Developer Tools

Homework: Begin HTML document
                        HTML Code *due: Mon. 4/11*

Week 11   (4/11 - 4/13)   Responsive Web Design
(Mon. 4/11)   CSS Box Model – Borders, Margin, Padding; Backgrounds, Align, Overflow, the Display and Position Properties, Z-Index, Sticky Navigation Bars, Absolute Position for Text Overlays on Images

(Wed. 4/13)   Responsive Web Design – History and Techniques; the Viewport Meta Tag, CSS Sizing Units, Media Queries – Breakpoints, Print Stylesheets; Introduction to Flexbox and Grid Layout Modules

Homework: Final Project Website *due: Wed. 5/04*

Week 12   (4/18 - 4/20)   Flexbox Layout Module
(Mon. 4/18)   Flex Containers, Main and Cross Axes, Alignment and Distribution, Responsive Sizing for Flex Items

(Wed. 4/20)   Horizontal Navigation Bars, Hover States, Responsive Image Galleries

Homework: Final Project Website *due: Wed. 5/04*

Week 13   (4/25 - 4/27)   Grid Layout Module, HTML Forms, Intro to JavaScript
(Mon. 4/25)   Grid Containers, Grid Terminology, Alignment and Distribution, Responsive Sizing Methods, Placing Grid Items

(Wed. 4/27)   Styling HTML Forms, Adding JavaScript to a Web Page, Interactive HTML Buttons

Homework: Final Project Website *due: Wed. 5/04*

Week 14   (5/02 - 5/04)   Final Project Workshop
(Mon. 5/02)   Class Survey, Final Project Workshop

(Wed. 5/04)   Final Project Critique