Course Description

This course is designed to instruct students in website construction and design and data visualization. Students will learn HTML/CSS coding and then be introduced to graphics programs and introductory programming techniques. The course will cover the usage of graphics, sound and video and discuss the appropriateness of multimedia on Web sites for journalism, advertising, public relations, and e-commerce.

Students will work on several small Web projects that will lead to a final multimedia project using WordPress as a content management system. The goal is to emphasize more than just the skills associated with individual programs, but the integration of several skills into designing effective and attractive Web sites. We’ll also spend a few weeks learning some new skills, including Javascript/JQuery. We’ll do projects that will allow you to explore the realm of data visualization.

In addition, the class will address social and theoretical implications of technology, such as the digital divide, social media and data journalism. The course time on most weeks includes lecture, discussion, and lab.

Required Texts

No textbook is assigned for this class. All readings will be available via Canvas.

A wide range of "readings" such as trade journals articles, academic research, web-pages, white papers, video, and audio clips will be assigned. For each assigned piece, you will find a date by which you are expected to have completed your reading. For many of you, this will be the first time you haven't been assigned a textbook for this type of course. This course is going to require a different type of learning. With the readings, you will want to identify the main points in each article. Write them down. In class, ask questions if you have any. After class, update your notes and compare them with those of your classmates. This will help you understand the content.

However, you will be required to get a Reclaim Hosting account, which is $25. Details to follow.