

MEJO 583 Multimedia Programming

Professor: Seth Wright

UNC School of Media and Journalism

Tuesdays and Thursdays 5:00-6:45 Carroll Hall Rm 60

Office Hours: On Slack anytime and by appointment anytime

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COURSE DESCRIPTION

Advanced Web programming and storytelling for the Web. Students will use HTML5 CSS3, JavaScript and other web publishing languages while creating interactive storytelling and data visualization projects. Students will collect and incorporate photos, text, video, graphics and database information into interactive multimedia presentations using advanced web technologies, libraries and frameworks such as Laravel and Vue.js.

This course will expand on the knowledge and skills learned in MEJO 586 and multimedia design by increasing your ability to develop and present media. You will learn more advanced JavaScript. You will learn a deeper level of JavaScript and how to build database driven web applications.

Producing effective multimedia projects requires extensive and detailed skill sets, including:

- Expertise in Web site layout using HTML, CSS, a code editing program and JavaScript/jQuery
- Effective use of photography, graphics, artwork, audio, video and the written word
- Solid, ethical journalistic decision-making
- Design thinking and visual problem solving

PREREQUISITES AND PRIOR KNOWLEDGE

MEJO 586 Intermediate Interactive Media or proven experience.

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program.

Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

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No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on "Professional values and competencies" listed below.

- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Apply tools and technologies appropriate for the communications professions in which they work.

COURSE POLICIES

Attendance and Assignments

Attendance is required, participation is expected and deadlines are absolute.

To succeed in this class you must attend and participate in the discussion and hands-on, in-class assignments. Each in-class assignment is worth 20 points and can only be completed during class and will not be turned at a later date. You are allowed one un-excused absence. Any other missed class assignments will receive a 0 grade.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED unless special arrangements are made prior to the due date. Major projects will be due at 11:59 p.m. Deadlines are vital to success in this industry and you are expected to make deadline.

Honor Code and Plagiarism

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please talk with me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

It is acceptable to use coding resources such as tutorials, libraries and **some** source code on sites like GitHub but the software license must allow for the usage and the **code should be credited**, linked and commented in your source code and credited visibly on the site either in the footer or a credits page.

Seeking Help

If you need individual assistance, it's your responsibility to contact me. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Grading Policy

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia design specialist. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better.

The project must be:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of interactive development standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- consumer value
- architecture of information presentation
- aesthetic design choices
- creativity and innovation

RESOURCES AND SOFTWARE

Development Environment

A Mac, Linux or Windows machine will be required. We will use your personal computer to set up our development environment.

Text Editor

Any text editor is fine. I prefer that you use Atom or Sublime Text.

Github Account

All of your project and homework submissions will be handled and submitted through Github. I will be checking your Github account periodically to ensure that you have completed assignments.

Slack

Our class announcements and homework will be run on Slack (jmc583.slack.com). You will be responsible for joining our Slack team and following any assignments there. This will also serve as a place for discussions and questions.

ASSIGNMENTS

This class follows a project-driven approach and is built on four major projects that demonstrate the skills taught in the class.

In-class Assignments and Quizzes

In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

Projects

On four occasions during the semester you will be assigned projects that will require you to create an original web application. More information about these projects will be provided during class.

The final project should demonstrate a comprehensive menu of Web design, multimedia production and organized programming skills commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project but this project is worth 4x the points because it requires extra efforts and proves you have mastered all the skills and concepts for the entire semester. Think of it as your final exam. Additional information about required elements will be provided during class.

ASSIGNMENT WEIGHT

Assignments	Points Each	% of Grade
Exercises	20	20%
Projects	100	40%
Final	400	40%
Total		100%

GRADING SCALE

Letter Grade	Grade %
A	93+
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-73
D+	67-69
D	60-66
F	60-

CLASS SCHEDULE

Class	Date	Topic/Assignment
1	Thursday, Jan. 12, 2017	Introductions, Policies, Chrome Dev Tools & Development Environment Setup
2	Tuesday, Jan. 17, 2017	JavaScript, Command Line Review
3	Thursday, Jan. 19, 2017	JavaScript, Command Line Review
4	Tuesday, Jan. 24, 2017	Introduction to Vue.js
5	Thursday, Jan. 26, 2017	Vue.js Lists, Events
6	Thursday, Jan. 28, 2017	Vue.js Attribute Bindings, Computed Props
7	Tuesday, Jan. 31, 2017	Vue.js Components
8	Thursday, Feb. 2, 2017	Vue.js Components, Ajax Requests
9	Tuesday, Feb. 7, 2017	Vue.js Transitions, Slots
10	Thursday, Feb. 9, 2017	<i>Project 1 Lab Day</i>
	Friday, Feb. 17, 2017	PROJECT 1 DUE BY 11:59PM EST
11	Tuesday, Feb. 14, 2017	Project 1 Review
12	Thursday, Feb. 16, 2017	PHP Review
13	Tuesday, Feb. 21, 2017	Introduction to SQL
14	Thursday, Feb. 23, 2017	PHP with MySQL
15	Tuesday, Feb. 28, 2017	Advanced SQL, Building Forms
16	Thursday, Mar. 2, 2017	Intro to Laravel, Database Normalization
17	Tuesday, Mar. 7, 2017	Laravel Migrations, Querying
18	Thursday, Mar. 9, 2017	<i>Project 2 Lab Day</i>
	Friday, Mar. 10, 2017	PROJECT 2 DUE BY 11:59PM EST
	Tuesday, Mar. 14, 2017	No class. Spring break.
	Thursday, Mar. 16, 2017	No class. Spring break.
19	Tuesday, Mar. 21, 2017	Project 2 Review
20	Thursday, Mar. 23, 2017	Laravel Routing, Controllers, Views

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Class	Date	Topic/Assignment
21	Tuesday, Mar. 28, 2017	Laravel ORM, Models and Relationships
22	Thursday, Mar. 30, 2017	Laravel MVC Flow
23	Tuesday, April 4, 2017	Creating an API with Laravel
24	Thursday, April 6, 2016	<i>Project 3 Lab Day</i>
	Friday, April 7, 2017	PROJECT 3 DUE BY 11:59PM EST
25	Tuesday, April 11, 2017	Leveraging Laravel API with Vue.js
26	Thursday, April 13, 2017	Flex Day
27	Tuesday, April 18, 2017	<i>Final Project Lab Day</i>
28	Thursday, April 20, 2017	<i>Final Project Lab Day</i>
29	Tuesday, April 25, 2017	<i>Final Project Lab Day</i>
	Wednesday, April 26, 2017	FINAL PROJECT DUE BY 11:59PM EST
30	Thursday, April 27, 2017	Final Project Review

*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.