ISM 7994: Digital Content Development

INSTRUCTOR: John H. Heinrichs, PhD, Associate Professor of Information Systems
OFFICE: Prentis Bldg. Suite 328.08
PHONE: 313.577.4542
EMAIL ADDRESS: ai2824@wayne.edu
ONLINE RESOURCE: Blackboard is used for course announcements and the gradebook
COURSE WEBSITE: Course material is found at … http://ism7994.business.wayne.edu/default.aspx
OFFICE HOURS: available by appointment
SYLLABUS CHANGES: *The syllabus is subject to change & will be adapted to our learning process.*

Course Description and Course Competencies

Course Description

What is this *'Digital Content Development'* course all about? Website visitors want a site that is easy for them to find what they want using the tools they want.

Today, 60% of all website traffic comes from mobile devices; in 2007, it was less than 1%. Further, mobile internet data traffic is anticipated to grow 13-fold by 2017. Therefore, today's websites must be **responsive** for traffic originating from multiple and varying devices making it imperative that the student understands how to develop mobile friendly web sites. Responsive web design demands that the website is designed and developed to provide an optimal viewing experience across a wide range of devices.

Effective websites integrate database functionality allowing all pages to "know" who is looking at the information and to present different content to different viewers in different formats. This "**smart**" design includes content complete with video, progressive forms and focused calls-to-action buttons. Thus, competitive organizations **personalize** each type of page (web page, landing page, email page, and/or blog page) for each visitor's unique requirements.

Students focused on becoming *inbound information technology professionals* will be employed in organizations competing in an environment that is rapidly shifting toward and incorporating the internet. This environment demands individuals skilled in Inbound Information Technology (IIT) tools and techniques. A component of IIT tools and techniques is web design and development. As such, this course is intended to advance the web design and development skills of the graduate student. These skills will enable graduate students to effectively compete for employment, assist co-workers with technical application questions, and train others in the use of various web development, productivity, video, and design tools and techniques. The graduate student will use internet tools to design and develop smart, personalized, and responsive websites used by organizations to communicate with potential consumers using web pages, landing pages, email, and blog pages. The course focuses on developing and enhancing HTML, HubL, JavaScript, and Cascading Style Sheets (CSS3) skills.

Learning Outcomes

By the end of the course, students will be able to:
- articulate the required concepts of smart, personalized and responsive web design and development
- develop smart, personalized web pages incorporate dynamic functionality using HTML, CSS, and HubL
- personalize web pages using HubL variables, tokens, and functions
- integrate the various usages and benefits of CSS3 into web design
- develop an intellectual avenue for the investigation and critique of WWW resources
- understand and apply a video capture and analytic tools and utilize leading web authoring toolsets
- personalize and dynamically add, update, and delete information in appropriate databases

Course Policies

Student Responsibilities

Professional education in the School of Business Administration (SBA) Information Systems and Management (ISM) program is rigorous and substantial. Graduate students have a responsibility to be prepared for class, participate effectively, and interact appropriately with students and instructors alike. Communication, whether written or oral, should be professional and adhere to generally acceptable courtesy expectations. Completing assignments on time is an integral component of professional behavior.

Academic Honesty

You are being encouraged to grow intellectually and to become responsible citizens in our complex, information intensive society. Throughout the program, you will be asked to do research, write papers, prepare presentations, and work individually as well as in teams in order to develop your skills and talents. Academic dishonesty undermines your intellectual growth. Therefore, violations of the code of academic honesty will not be tolerated. Academic dishonesty is defined as "*the giving, taking, or presentation of information or material by a student with the intent of unethically or fraudulently aiding oneself or another on any work which is to be considered in the determination of a grade or the completion of academic requirements*." A student shall be in violation of the academic honesty policy if he / she:

1. represents the work of others as his / her own,
2. gives assistance to another individual in a situation in which that the individual is expected to perform individually, or
3. offers false data in support of required course work.

The act of submitting work for evaluation or to meet a requirement is regarded as assurance that the work is the result of the student's own thought and study, produced without assistance and stated in that student's own words (except where quotation, references, or footnotes acknowledge the use of other sources). Students who are in doubt regarding any matter related to the standards of academic integrity in this course should consult with the instructor before presenting work. *Submitting work that is not your own will result, at a minimum, in a zero score for the assignment and a request to immediately drop the course*.

Attendance

It is your responsibility to view the class "on-demand". Your contributions, insights and questions will positively contribute to the class. Your classmates will appreciate it! You are expected to attend (i.e. watch) all classes. Please DO NOT submit questions until after you have read the material, viewed the lectures, and have listened to all corresponding videos.

Incomplete and Withdrawal

The School of Business Administration has policies regarding Incompletes and Withdrawals. See http://www.bulletins.wayne.edu/gbk-output/bus.03.06.html for more information.

Statement Regarding Religious Observance Policy

Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that

their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

Textbooks, Readings and Style Manual

Textbook/s

Required Resources:

HTML5 and CSS: **COMPLETE**, 7th Edition Denise M. Woods, 2013, ISBN-13: 978-1133526124

Student Disability Services

"If you have a documented disability that requires accommodations, you will need to register with Student Disability Services for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TTY: telecommunication device for the deaf; phone for hearing impaired students only). Once you have your accommodations in place, I (we) will be glad to meet with you privately during my (our) office hours to discuss your special needs."

"Student Disability Services' mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University."

Technology Issues

The course cannot wait for you in the event of a computer catastrophe. Please have a backup and recovery plan.

Grading Information

Grading Scale

You will be compensated for your efforts using the following academic reward scale of A: 90-100, B: 80-89, C: 75-79, F: below 74.

Assignments

Late assignments will <u>not</u> be accepted. If you fall behind, it is *very, very hard* to catch up. Assignments that are late are given a zero (0). When requested to resubmit a project, you have two (2) days to resubmit or your grade will be a zero (0). Assignments are expected to be **proofread and tested** after publishing but before being submitted. The assignments are graded on a scale with:

> 0.0 pts – did not turn in on time or did not work or
> > corrected projects were not resubmitted within two days;

> (x-1).0 pts. – project submitted on time, obviously proofread – did not work, asked for help
> > corrected project resubmitted within 2 days;

> x.0 pts. – project submitted on time – worked perfect with no help and with some originality!

> x = 3, 4, 5, or 6 depending on what the assignment value

Exams

Contextual Marketing Certification Exam: Students have 90 minutes to answer 70 questions. The focus of the exam is to ensure that the student has knowledge in utilizing IIT tools and techniques that blends content and context to create rich, personalized experiences for any visitor viewing the organization's blog, website, landing pages, and emails. It tests the student's knowledge of and proficiency with template design tools. Students have three attempts to pass the exam. The highest score is submitted.

Designer Certification Exam: Students have 90 minutes to answer 70 questions. The focus of the exam is to ensure that the student understands the importance of and requirements to tailor the organization's website. The knowledge tested focuses on how the website is transformed into a user-focused, personalized outreach tool by personalizing the visitor's experience based upon who they are and what they are searching for. Students have three attempts to pass the exam. The highest score is submitted.

The design certification exam will test your knowledge of and proficiency with design tools. The exam expects that you have completed the first part of the course successfully and now have experience crafting website pages, templates, and styles. You are expected to be proficient in HTML & CSS. If you do not pass, you will have to wait 48 hours before taking the test again. If you do not pass three times in a row, you will be locked out.

You should first sign up for a free Designer account:
http://offers.hubspot.com/hubspot-developers-and-designers-free-hubspot-account
The design certification test / information / study guide can be found at …
https://app.hubspot.com/academy-certification/440836/certification/3/

The first part of the Contextual Marketing / Design certification exams score earns points based upon the following scale:

15 pts 100-86%;	14 pts 85-80%;	13 pts 79-75%;
12 pts 74-70%;	11 pts 69-65%;	0 pts 64-0%

The second part of both of the certification is **OPTIONAL**. The second part of the certification involves submitting your styled template for professional review. Details are provided AFTER you pass the certification exams. If you submit and pass the second part, you will earn a badge for your resume and you will earn extra credit points.

Response Time

I will try to respond to your email requests within 48 hours.   The HubL / JavaScript / Jinja / JQuery questions are *__always__* more difficult and significantly more time consuming, so expect the response time to be delayed.   If the problem is critical, <u>PLEASE</u> email *multiple* times.

___Significant, independent work is required and expected___.

Instructor reserves the right to modify any portion of this syllabus
at any time for any reason during the semester.

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Grading Assessment Criteria / Assignments

Points	Assignment
3	**Getting Started** #1: Website Creation and Publishing Using FTP
3 3 3 3 3	**HTML Primer** #2: Creating and Editing a Web Page Using Inline Styles #3: Creating Web Pages with Links, Images, and Embedded Style Sheets #4: Creating an Image Map #5: Creating Forms #6: Geo-location Mapping
3 3	**CSS3 Primer** #7: Creating Tables in a Web Site Using an External Style Sheet #8: Using Advanced Cascading Style Sheets
3 3	**Multimedia and Video Analytics** #9: Adding Multimedia Content to Web Pages #10: Create a Wistia Account
12	**Contextual Marketing Certification Exam** #11: Certification Exam – Contextual Marketing
3 3 3 3 -	**Site Templates / Site Pages** #12: Create a Site Page Template #13: Create a Site Page #14: Implement a Hidden Menu #15: Implement a Parallax Effect #16: Implement a Modal Form (Extra Credit!)
3 3	**Landing Page Templates / Landing Pages** #17: Create a Landing Page Template #18: Landing Page with Forms & CTA
3 3	**Blogging Templates / Blog Pages** #19: Create a Blog Template #20: Create a Blog Page
3 3 3	**Email Templates / Emails** #21: Email Newsletter Template #22: Email utilizing inline styling with templates #23: Email Newsletter
12	**Design Certification Exam** #24: Certification Exam – Designer
13	**Participation/Attendance** #25: Viewing of the course lectures/videos
100	**TOTAL**

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Week	Class Date	Theme / Topics	Assignment(s)	Due Date

1	Weds. July 1	Topic 1: Getting Started
		  Course Introduction
		  Download software tools
		  Overview of HTML5, CSS3, JavaScript, and HubL
		
		Topic 2: HTML Primer
		  Creating and editing a basic HTML web page
		  Creating and editing an advanced HTML web page with links
		  Creating forms on a web page
		  Creating tables for use in emails
			#1: Website Creation
			
			#2: Creating & Editing
			#3: Creating Web Pages
			#4: Creating an Image Map
			#5: Creating Forms
			#6: Geo-location Mapping
				Tues July 7

2	Weds. July 8	Topic 3: CSS3 Primer
		  Using external and embedded style sheets
		
		Topic 4: Multimedia and Video Analytics
		  Adding Multimedia to a web page
		  Creating video – Search engine optimization (SEO)
			#7: Creating Tables
			#8: Using Advanced CSS
			
			#9: Adding Multimedia
			#10: Create Wistia Account
				Tues July 14

		Topic 5: Certification Exam Preparation Contextual Marketing Certification Exam	#11: Certification Exam #1	

3	Weds. July 15	Topic 6: Site Templates / Site Pages
		  Building site templates
		  Creating navigation structure
		  Creating global modules
		  Creating custom modules
		  Creating site pages using various templates and modules
			#12: Create a Template
			#13: Create a Site Page
			#14: Implement a Menu
			#15: Implement Parallax
			#16: Implement Modal (Extra Credit)
				Tues July 21

4	Weds. July 22	Topic 7: Landing Page Templates / Landing Pages
		  Building landing page templates
		  Landing pages with forms and call-to-action
			#17: Create a Landing Page
			#18: Landing Page
				Tues July 28

5	Weds. July 29	Topic 8: Blog Templates / Blog Pages
		  Create blog templates with search, archive, and author
		  Create blog pages
			#19: Create a Blog
			#20: Create a Blog Page
				Tues Aug 4

6	Weds. Aug 5	Topic 9: Email Templates / Emails
		  Create email templates for newsletters, announcements, and general topics
		  Exploring Can-Spam requirements
		  Creating email newsletters
			#21: Email Newsletter
			#22: Email inline styling
			#23: Email Newsletter
				Tues Aug 11

7	Weds. Aug 12	Topic 10: Certification Exam Preparation Designer Certification Exam	#24: Certification Exam #2	Fri Aug 21
	Wed. Aug 19	* * * * * * * *University Study Day* * * * * * *		
	Thur. Aug 20/21	* * * * * * * *Final Exam Week* * * * * * *		

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Hub Project Rubrics

1. **Initial Steps:**
   - need to create a logo for your site
   - need to update the content settings
   - need to add me as an administrator – DrJohn7994@gmail.com
   - consider adding "Firebug" and "Colorpicker" to your Firefox browser
   - Firebug: https://addons.mozilla.org/en-US/firefox/addon/firebug/
   - Colorpicker: https://addons.mozilla.org/en-US/firefox/addon/colorpicker/?src=ss
   - look at the Inbound Information Technology site
     - It is a starting example http://inbound.business.wayne.edu/iit

2. **Template Requirements:** Your template must satisfy the following criteria.
   Your template must …
   1. … be built within the **Template Builder** tool (not in code). Your styling must be done with CSS.
   2. … be yours and not a clone of someone else's created template thus demonstrating that you understand the procedures of using the layout builder.
   3. … be **Fully Responsive** on smartphone and tablet-sized viewports. When viewing your template on a smaller viewport, nothing must be cut off on the screen, including embedded content.
   4. … utilize at least one **Global Group**. It must be used under correct circumstances (i.e. Footer).
   5. … have assigned **Custom CSS Classes** within at least one module in the Template Builder. Do not restyle the existing structural classes - use custom classes.
   6. … consider featuring a **Responsive Drop-down Navigation Menu**.
      a. … http://designers.hubspot.com/docs/snippets/responsive/how-to-implement-a-fixed-top-mobile-navigation-design-manager
      b. … http://designers.hubspot.com/blog/implement-hamburger-style-responsive-menu-into-hubspot-cos
   7. … feature a **Form Submit Button** that has been restyled using CSS.
   8. … use a **Custom Body Class** on your template using the Template Builder.
      a. … http://knowledge.hubspot.com/how-to-use-default-content-and-advanced-options-to-optimize-your-templates-for-content-creation
   9. … consider featuring a **module that is hidden** on smartphones under 480 pixels wide (use media queries). Describe which module you are hiding.

3. **Email Template:** 1) Newsletter – two column:
   - fill out the contact settings for background
   - fill out the contact settings for the Can-Spam
   - fill out the contact settings for footer information, subscriptions information, double opt in, tracking, email types, personalization
   - need to add descriptions to all modules
   - include CTA – CTA should have a background color – CTA should be text based
   - enable Social Sharing in the email template – make sure you have the Web version of email enabled
   - HubL Tokens for Primary Colors
   - Personalization Tokens
     - First name

   - IIT Newsletter Email
     - Sidebar – courses
     - Sidebar – organizations
     - Jobs – inbound.org
     - Include Image
     - Include Video

   - Background color for the sidebar in the template

4. **Site Pages Template:** Create multiple templates. One template should contain or incorporate a Video module. You should have both one column and two column templates. Each template should contain …
   - Header
     1. Horizontal menu
     2. Logo module
     3. Google search module
   - Footer Global Module
     1. Vertical menu
     2. Contact Information
     3. Spacer
     4. Social Icons
        - Add social profiles to the content settings
   - All modules should have added descriptions to all modules explaining to the user what they are required to enter

5. **Landing Page Template:** Create a three-column template – one column contains the form, one column contains text, and one column contains an image of the offer.
    - Form
        - Smart form
        - Error messages
    - Header
        - No navigation
    - Footer
    - need to add descriptions to all modules

6. **Menu:** The site menu should contain multiple items.
    - Consider, as a suggestion, the following site pages as menu items:
        - Home
        - About Us
        - Resources
        - Courses Offerings
        - Contact
        - Careers
        - Blog
        - Apply

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Tips / Tricks:

1. Professional video hosting with analytics and video marketing tools
   http://wistia.com/product

2. How to structure your content using Template Builder
   http://knowledge.hubspot.com/design-manager-user-guide/how-to-structure-your-content-using-template-builder

3. Little Bits of Code Inspired By HubSpot Designers
   http://designers.hubspot.com/docs/snippets

4. Making Images Responsive On The HubSpot COS
   http://designers.hubspot.com/blog/responsive-images-hubspot-cos

5. How to Add Slide-In Calls-to-Action to Your Blog Posts
   http://blog.hubspot.com/marketing/how-to-add-a-slide-in-call-to-action-to-your-blog-posts

6. Free Download: 50 Customizable Call-to-Action Templates
   http://offers.hubspot.com/call-to-action-templates

7. How to Implement Parallax Using COS
   http://designers.hubspot.com/blog/implement-parallax-using-with-cos

8. Example Templates
   http://designers.hubspot.com/blog/product-update-example-templates

9. How To Install Font Awesome
   http://designers.hubspot.com/docs/snippets/design/how-to-install-font-awesome

10. Creating and Building with Custom Modules
    http://designers.hubspot.com/docs/tutorials/custom-modules

11. HubSpot Boilerplate CSS
    http://designers.hubspot.com/docs/snippets/boilerplate-css

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Custom Stylesheet Suggestions:

- **For Boilerplate CSS** -- http://designers.hubspot.com/docs/snippets/boilerplate-css

- **For Links with no underline**
  - a { text-decoration: none }

- .landing page { font-family: "Helvetica", sans-serif; font-size: 90%; margin:0; }

- .top-nav { text-align: center; width: 100%; height: 100%; vertical-align: bottom; padding-top: 10px; }
- .top-nav a:link, a:visited { color: gray;}
- .top-nav a:hover { background-color: black; color: white; }

- .body-container { max-width: 75%; margin: 0 auto; }

- .content-area {padding-right: 20px; padding-bottom: 20px; line-height: 100%;}
- .content-area h2 { line-height: 100%;}

- .sidebar-box { background-color: #EEE; border-radius: 10px; padding: 20px; border: 1px solid #BBB}
- .sidebar-box img { display: block; margin-left: auto; margin-right: auto; padding-top: 20px;}

- .footer-design {background-color: #EEE; padding-top: 20px; margin-top:50px; line-height:80%}
- .footer-design a:link, a:visited { color: gray;}
- .footer-design a:hover { color: #F66A0D}
- .footer-menu   a { padding-left: 0 !important; text-align: left; }

- .follow-me {padding-top:10px;}

- .page-center {max-width:75%; margin: 0 auto !important; float: none !important; }

- **Large Desktop**
  - @media (min-width:1200px) { *styling options* }
- **Portrait tablet to landscape and desktop**
  - @media (min-width: 768px) and (max-width: 979px { *styling options* }
- **Landscape phones to portrait tablets**
  - @media (max-width: 767px) { *styling options* }
- **Landscape phones**
  - @media (max-width: 480px) { *styling options* }

- .main-content { margin-right: 0 !important; float: right !important;}
- .sidebar   { margin-left: 0 !important;}
- @media (max-width: 767px)
    { .main-content
          {margin-left: 0 !important}
      .main-content, .sidebar
          { width: 100% !important; float: none !important}
    }

- **Asset loading**
  - @media all and (min-width: 601px)
    { .mymodule
          {background-image:url('images/background.jpg');}
    }
  - @media all and (max-width: 600px)
    { .mymodule
          {background-image: none;}
    }