

Welcome to J309: Intro to Online Media

Associate Professor of Professional Practice

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What we're covering

- Introductions

 - > Who am I? Who are you? What do you hope to get out of this class?

- Review syllabus and class infrastructure

 - > What are we learning this semester? What tools will we use?

- HTML basics

 - > Build your first Web page

- Skills survey

 - > This needs to be completed by the end of the week (8/28/15)

Introductions

- What is your name?
- Tell me something unique about yourself.
- What would your ideal job be?
- What do you hope to get out of this class?

Review the syllabus

<http://bit.ly/309-fa15-syllabus>

In this course...





if...

- ... you miss deadline (the best way to fail at journalism).
- ... you don't communicate with your editors (or professors)
- ... you aren't proactive about your education, including on learning your own.

What we will produce

- On Jefferson:

<http://onjefferson.uscannenberg.org/>

- Two Blocks Around the Park:

<http://macarthurpark.ascjweb.org/>

- Main St., LA:

<http://mainstla.ascjweb.org/>

- Central Stories:

<http://centralstories.ascjweb.org/>

- Southside Stories:

<http://southsidestories.ascjweb.org/>



Along the Line

Home

Arts & Culture

Business

Community

Education

Food

Health

Housing

A SPECIAL REPORT BY USC ANNENBERG STUDENTS

The next generation of female scientists

A program at East Los Angeles College gives local high school girls the chance to get involved in STEM through hands-on rocket construction.
Read the story

More

- Along the Line: <http://alongtheline.ascjweb.com/>

What we will produce

OffTheFreeway.com

Stories in DTLA

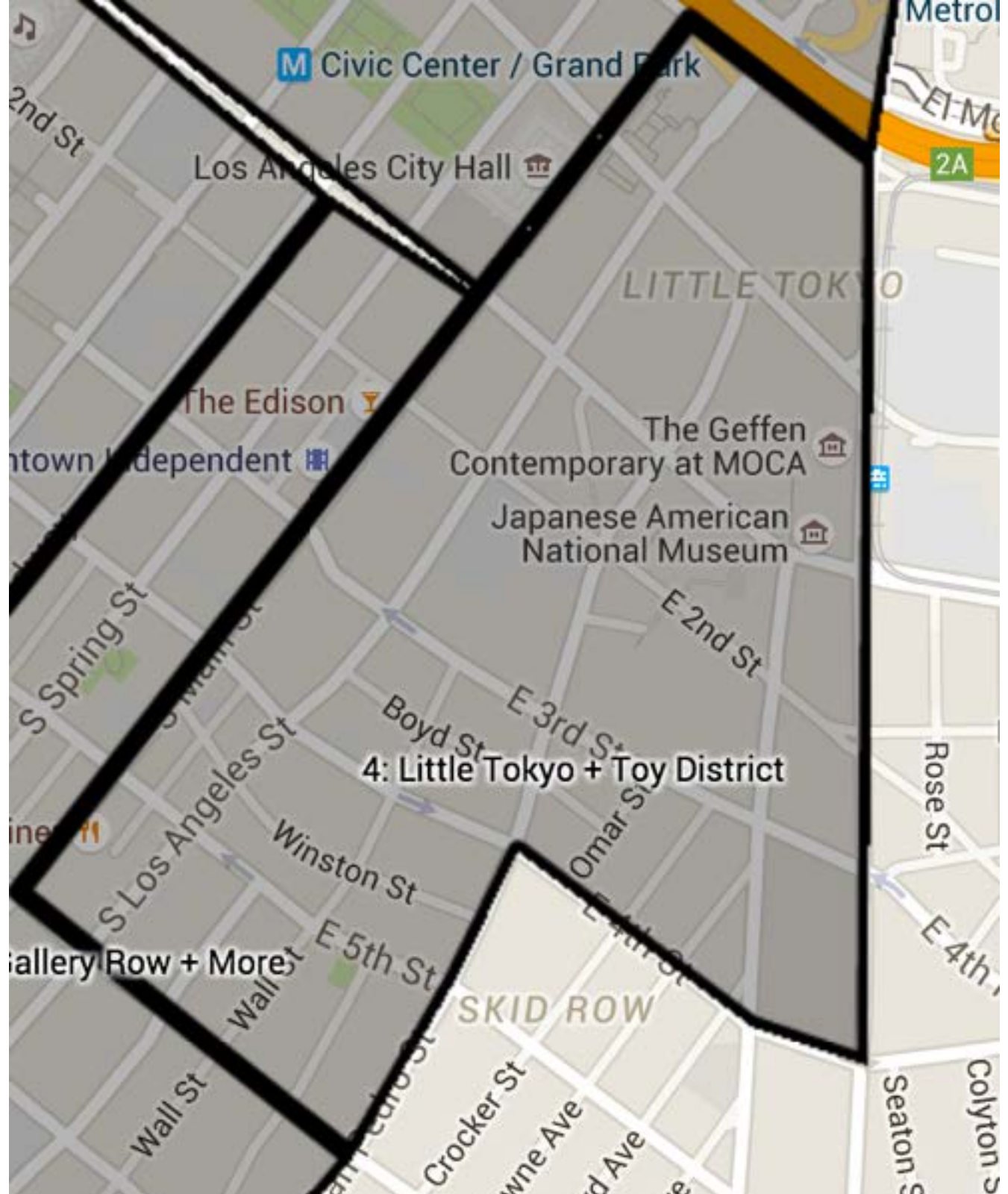
OffTheFreeway.com



Little Toyko + Toy District

THE RULES:

- No Friends
- No Family
- No USC



Class infrastructure

- Individual server space

> You each have your own - offthefreeway.com

- We have a class blog

> <http://21111.ascjclass.org/> Bookmark this!

- Twitter hashtag for class is #ascj309

> Twitter is required

- I tweet, post & email notes and updates

> @elprofe_me (class account) / @webjournalist (non-class account)

Time for a break?

Or we can keep going and leave early

:: Download now ::

Sublime (Win + Mac)

<http://www.sublimetext.com/>

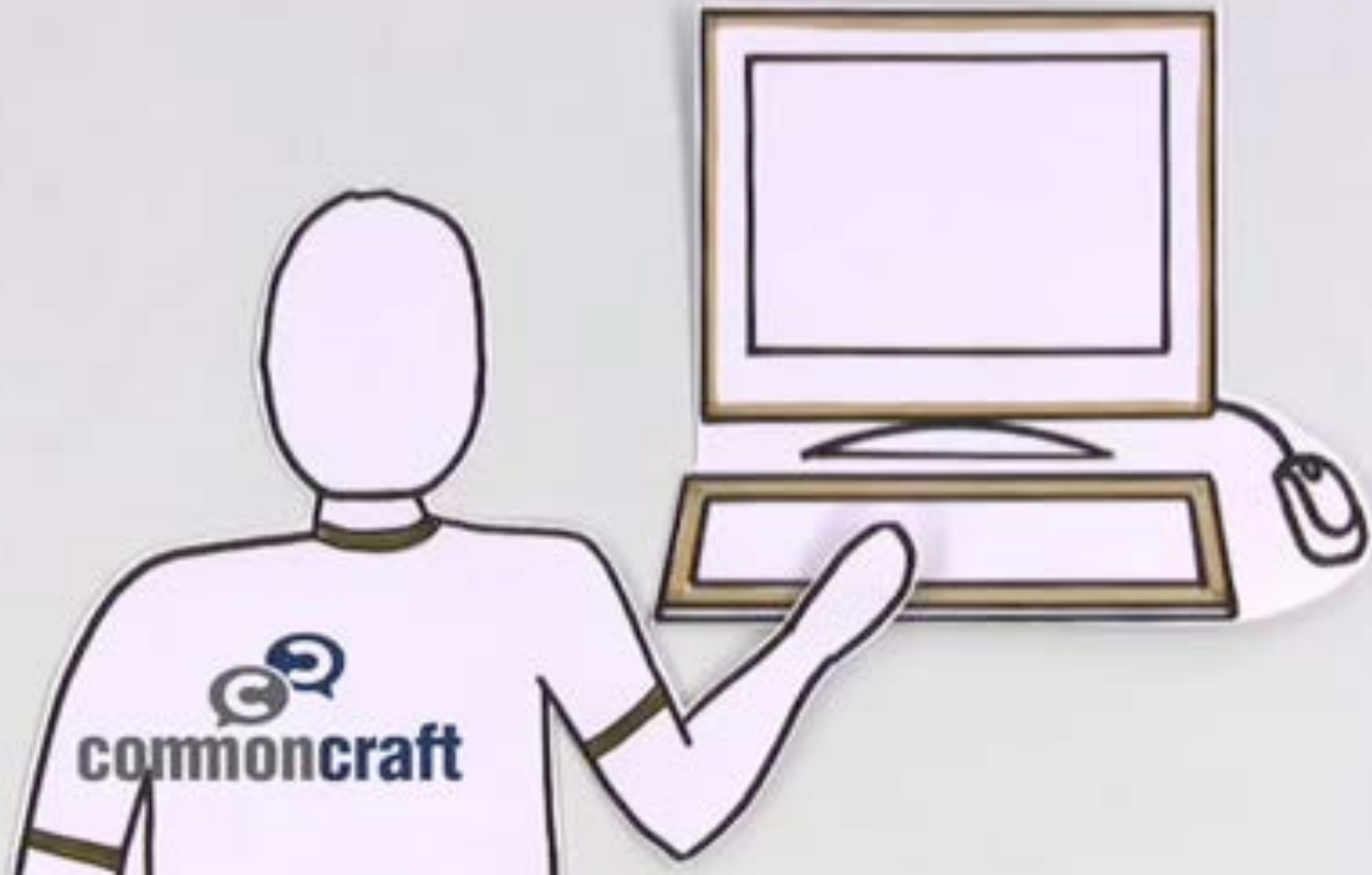


What is the Internet?



<http://www.youtube.com/watch?v=wZoMbBzqxyc>

What is the Internet?



Hello World!





Let's build your first HTML Web page... from scratch

But first, let's create a place to hold our files

- On your desktop (or USB flash drive), create a folder for class, then your name.
Ex: j309/rhernandez

- [desktop] j309/rhernandez

Name

- ▶  css
- ▶  images
-  index.html
- ▶  js



We'll have a class playlist:

<http://bit.ly/j309-fa15-playlist>



Our Education

- The Lab installed are many



weaver
but there

You get Adobe CC Suite (Photoshop, Dreamweaver, etc.) for FREE! Install it!!

Free HTML editors

TextWrangler (Mac)

<http://www.textwrangler.com>



Notepad++ (Win)

<http://www.notepad-plus-plus.org/>



Download

this one



Sublime (Win + Mac)

<http://www.sublimetext.com/>



Let's build our page!

Learning HTML

- **H**yper **T**ext **M**arkup **L**anguage
- It “markup” the page with **tags**
- Tags are commands that usually come in pairs and are enclosed in angle brackets `<html>`
- The first tag in a pair is the **start tag**, the second tag is the **end tag**. They are also known as **opening tags** and **closing tags**.
- A web browser (like Internet Explorer or Firefox) reads HTML tags in the document and displays them as web pages.

Tags

- **<html>** is the tag that tells a browser that this is an HTML/Web page. Everything must be between the start tag **<html>** and the end tag **</html>**
- **<head></head>** tag contains elements in the header, like the **<title></title>**

Let's see your first page!

1. Save your file as mypage.html The file extension .html also tells a browser this is a Web document. **Make sure you save it to the folder you created on the desktop.**
2. Start the browser Chrome or FireFox
3. Go to FILE --> OPEN and select mypage.html from the desktop folder.

Let's

change!



"IF INTERNET EXPLORER IS
BRAVE ENOUGH TO

Use Chrome or Firefox.

1. Set
browser
you c

2. Sta

3. Go

(Safari and IE suck)

ASK YOU
DEFAULT BROWSER,
YOU'RE BRAVE ENOUGH

TO ASK THAT GIRL OUT."

- ABRAHAM LINCOLN.
1863

er

older.

Tags

- **<html>** is the tag that tells a browser that this is an HTML/Web page. Everything must be between the start tag **<html>** and the end tag **</html>**
- **<head></head>** tag contains elements in the header, like the **<title></title>**
- **<body>** tag for the content that is visible on the page. Everything must be between the start tag **<body>** and the end tag **</body>**
- **<h1> </h1>** displays as a heading. It can go from 1 (largest) to 6 (smallest)

Refresh/reopen your page

1. Save your file as mypage.html The file extension .html also tells a browser this is a Web document. **Make sure you save it to the folder you created on the desktop.**
2. Start the browser Chrome or FireFox
3. Go to FILE --> OPEN and select mypage.html from the desktop folder.

Tags

- **<html>** is the tag that tells a browser that this is an HTML/Web page. Everything must be between the start tag **<html>** and the end tag **</html>**
- **<head></head>** tag contains elements in the header, like the **<title></title>**
- **<body>** tag for the content that is visible on the page. Everything must be between the start tag **<body>** and the end tag **</body>**
- **<h1> </h1>** displays as a heading. It can go from 1 (largest) to 6 (smallest)
- The text between **<p>** and **</p>** is displayed as a paragraph
- Break tag **
** puts the content on another line, without adding space. No close tag is used here.
- Text can also be formatted with tags. Bold is done with the **** tag (formerly ****), italics are done with **** tag (formerly the **<i>**). *Can you guess the underline tag?*

```
<html>
```

```
<head>
```

```
<title>My first web page</title>
```

```
</head>
```

```
<body>
```

```
<h1>Hello World!</h1>
```

```
<p>By Robert Hernandez</p>
```

```
</body>
```

```
</html>
```

More tags & Attributes

Attributes are variables inside tags that add some features

- Links are done by the **<a href>** tag. The tag's attribute would be the destination.
Ex. `Link to CNN`
- **<body>** has the background color attribute bgcolor. It would be `<body bgcolor="green">` or hexacode colors.
- **** tag controls the text, through attributes like face, size and color. Ex.
`This is a test`
- **** tag controls images, through attributes like width, height, border, src - which stands for source (location).
- **<hr />** tag puts a horizontal rule, and can also have attributes like width and color. Also does not have a close tag. Ex. `<hr width="75%" color="red"/>`

Assignment #1

Bio page

Write and create a 500 to 800 word text Web "page" with your bio. Include why you want to be a journalist.

Deadline: Tuesday, Sept. 1 Noon

Assignment #1

Unless specified, all assignments are due

before class.

DO NOT MISS DEADLINE

Deadline: Tuesday, Sept. 1 Noon

Assignment #2

Skills survey

Download Word doc:

<http://bit.ly/ascj-skills-survey>

Note: Rename the file with your name

E-mail: r.hernandez@usc.edu

Subject: J309 Surveys

Deadline: Saturday, Aug. 29 by 6PM

Assignment #3

Complete HTML course

This interactive course is at:

<http://bit.ly/w3html>

You have two weeks to complete this assignment.

Deadline: Tuesday, Sept. 1 Noon

Assignments

- Assignment #1A

- > 500 to 800 word bio, which includes why you want to be a journalist

- Assignment #1B

- > Convert the bio into an HTML page and bring to class

- Assignment #2

- > Complete by Saturday, Aug. 29 [<http://bit.ly/ascj-skills-survey>]

- Assignment #3

- > Complete W3Schools HTML course [<http://bit.ly/w3html>] by next week.

- *cough* There may be a quiz on it. *cough*

Resources

- **Journalists' Toolkit**

<http://jtoolkit.com/>

- **Webplatform**

<http://www.webplatform.org>

- **W3Schools**

<http://www.w3schools.com/>

- **Lynda**

<http://www.usc.edu/its/lynda>

- **KDMC's tutorials**

<http://multimedia.journalism.berkeley.edu/tutorials/>

Questions?

Concerns?

Discussion.

:: FACILITATED ::

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