Digital Literacy for Decision Makers

B8125 Sec. 1:
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Course description

In this course we'll tackle some development principles to get you on the right path. We'll look at questions like, "Front-end vs. Back-end?", "Is UX necessary for my project?", "What is this Javascript function thingy, and why am I passing it strange math equations to it?". We will spend about half of the class looking at actual code and writing some basic HTML, CSS and JavaScript ourselves, and the other half working through the conceptual problems of launching real-world digital products.

Questions we'll answer:

- What coding languages should I use for my next project?
- What are the stages of web development?
- What deliverables do I need to provide my developer? (FYI - This is important and often neglected or done poorly)
- Reading code & basic developing principles to get us started
- 8 concepts of programming that are the found in every programming language
- Best practices for hiring a developer and creating a job scorecard

Textbook

None

Prerequisites

It's important that students bring a laptop to class.

Course deliverables

Students will code their first basic website, network with developers, and write a job scorecard which will all be helpful for communicating the student's business idea and for hiring a technical team.
Detailed syllabus

Class 1 - The Web Dev Process

Understanding how to begin a web development project. Together we'll work through the various roles of the web development process: User Experience, Information Architecture, Designer, and Development. In class we'll work on wireframing, and the fundamentals of site architecture.

Class 2 - The Programming Languages

What coding languages should I use for my next project? In this class we'll look at the various programming languages and understand how to choose the best language for your next project.

Class 3 - Programming Basics: Front-end

In this class we're diving head first into front-end web development! We'll code using HTML, CSS and JavaScript to build a portfolio page. During the process we'll discover the 8 programming concepts that are the same in every language.

Class 4 - Programming Basics: Going live!

Let's get our site live on the Internet! We'll take our site and get it live on the web. This class introduced concepts like FTP, web hosting, Domains, and DNS.

Class 5 - APIs and Github

There is a world of API data on the web that you can start integrating into your product right now. It's tempting to want to do it all and keep everything on your own site, but in many situations using third-party API data can save development time and money. In this class we'll explore: What is an API? As a non-developer how do I know which APIs are right for my project? How can I integrate data from services like Facebook, and Twitter into my project? How do I read through and parse some basic XML and JSON?

Class 6 - Job Scorecard, New Media and Beyond

In this class we'll learn how to create a job scorecard, and break down our business ideas into actionable next steps.