Why web
為什麼選網頁
Why choosing web

- Easy to deploy, update and protect
- No installation; have been used to
- Now, the first software for every new platform (e.g. iPad) must be the browser, otherwise who will use?
  - the C compiler is less important
Talent Traffic

Ratio is number of employees moving from **Company A** to **Company B** for every one employee going in the other direction. Arrows point to company winning the talent battle.
Talent flow

Hardware
Software
Web
Mobile?

Social Web Design & Research
Why social
為什麼選社群
這還用問！？
Our goal
這門課的目標
A professional social web site

- http://zoro.ee.ncku.edu.tw/swd2013/demo/
  - only 352 lines and an afternoon

- Successes in the last three semesters
  - we have a class for the basics, such as HTML, CSS, JavaScript, color, layout…

- But, how to achieve professional?
Interdisciplinary collaboration
跨領域合作
In this course

- Only four weeks for basics and focus on social web, thus more details of related issues

- Collaborate with Industrial Design (工設)
  - stop generating ugly web sites, ever!

- Collaborate with Business Administration (企管)
  - stop generating useless web sites/functions, ever!
  - collaborate more efficiently
  - sell the product
It will be fresh and interesting, see the syllabus
However, if you care about the loading…
Heavy
操
The hidden syllabus / 隱藏版課程大綱
Improve your product according the class every week
每週都得依據所學增強你們的產品
Then, who fit this course

那麼，誰才適合這門課呢
第一当然是要有熱忱

我不睡觉也要练
Please think here as an environment

- Meet partners with similar goals/interests
- Collaborate/communicate with interdisciplinary talents
- We provide abundant resources, just maximize what you got here
  - programming, design, management, leadership, communication… and, I hope, friendship
  - the grade is just a bonus
An environment, rather than a course
Grading
成績
Ingredients of a team

Idea
創意

Design
設計

Engineering
工程

Sale
行銷

Social Web Design & Research

Sale could be the most important

Best-selling products are usually not best products
But how to grade?

- This course requires various talents
  - because good product cannot rely on a single talent
  - engineering depends on functions
  - design depends on visualizations
  - sale depends on revenue (and maybe managements)
    - number of likes/讚
- Encourage students to participate in contests
  - the final project could be contest-oriented
- Interesting course activities
Course activities

- Basic training
  - works are viewable by other students

- Proposal day
  - one minute per student
  - highest voted students become the bosses

- Advanced classes
  - teamwork

- Midterm exhibition
  - current progress, to do, work arrangement...
  - report (comments/grades to members)

- Headhunting/job-hopping
  - match process

- Various classes
  - may ignore my teaching...

- Final exhibition
  - private or public, up to you
  - report
Information

- All information are available online
- http://zoro.ee.ncku.edu.tw/swd/
- Actually, it’s easy to remember
darby@mail.ncku.edu.tw
Facebook (member only)
Today’s assignment
今天的任務
Join our Facebook club

- Email TA your name and account name, and join our Facebook club before 23:59 2/26 (Tue)

- Reference
  - Tuition Assistance Tang (湯助教)
  - Tuition Assistance Chou (周助教)
  - Our Facebook club / 我們的臉書社團
Any Questions?
Sister courses

- **Web Programming** 網際網路程式設計
  - basic techniques, such as HTML, CSS, JavaScript, layout…

- **Social Web Design** 社群網站設計
  - advanced details, such as database, performance, human behavior…
  - collaborate/communicate with interdisciplinary talents

- **Machine Learning and Bioinformatics** 機器學習與生物資訊學
  - machine learning techniques and their applications on stock prediction