

ITSE 1401 Web Design Tools

General Syllabus

Spring 2010

Instructor Information

Name & Title

Thomas Michael Smith, Ph.D.
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| Office Hours – Spring 2010 January 19 - May 13, 2010 | | |
|---|--------|-------------------|
| Location | Days | Time |
| SAC (South Austin) RM 1213.1 | M, W | 08:00am - 08:45am |
| SAC (South Austin) RM 1213.1 | M, W | 11:25am - 11:55am |
| SAC (South Austin) RM 1213.1 | Tu, Th | 08:00am - 08:45am |
| SAC (South Austin) RM 1213.1 | Tu, Th | 11:25am - 11:55am |

Course Description

“Designing and publishing Web documents. Course includes graphic design issues and exploration of tools available for creating and editing Web documents.” (College Catalog description)

Course Goals

At the completion of this course, with the use of a Web development software tool, students should be able to:

- Apply Web design concepts and techniques to plan, create, test, publish, and maintain Web sites.
- Use the WWW as a repository of the latest information in an ever-changing discipline.
- Design web sites with the following steps:
 - Define the purpose.
 - Identify the audience.
 - Design the content.
 - Design the structure.
 - Design the Web pages.
 - Design the navigation structure.

- Design, develop, and evaluate web pages containing hyperlinks, lists, tables, frames, forms, images, & dynamic effects.
 - Design web sites.
 - Design, develop, and evaluate web pages.
 - Test, manage, and publish web sites.
 - Integrate databases with a web site.
 - Identify, not create, XHTML elements and JavaScript code on a web page.
 - Compare & contrast various web development tools.
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Prerequisite

You must have competency in file management and using computer applications. If you do not meet these prerequisites, then you must obtain departmental approval.

Course Rationale

This course is a beginning course about web page/site development and is a required course in the Web Programming A.A.S. Degree Program and the Web Developer Specialist Certificate.

Scans Competencies

| | |
|------------|---|
| C8 | Uses computers to process information. |
| C16 | Monitors and Corrects Performance: Distinguishes trends, predicts impacts on system operations, diagnoses systems performance, and corrects malfunctions. |
| C17 | Improves or Designs Systems: Suggests modifications to existing systems and develops new or alternative systems to improve performance. |
| C18 | Selects Technology: Chooses procedures, tools, or equipment, including computers and related technologies. |
| C19 | Applies Technology to Task: Understands overall intent and proper procedures for setup and operation of equipment. |
| C20 | Maintains and Troubleshoots Equipment: Prevents, identifies, or solves problems with equipment, including computers and other technologies. |
| F3 | Arithmetic: Performs basic computations; uses basic numerical concepts such as whole numbers, etc. |
| F4 | Mathematics: Approaches practical problems by choosing appropriately from a variety of mathematical techniques. |
| F5 | Listening: Receives, attends to, interprets, and responds to verbal messages and other cues. |
| F8 | Decision Making: Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative. |
| F9 | Problem Solving: Recognizes problems and devises and implements plan of action. |
| F10 | Seeing Things in the Mind's Eye: Organizes and processes symbols, pictures, graphs, objects, and other information. |
| F17 | Integrity/Honesty: Chooses ethical courses of action. |

Textbooks

Textbook #1

Web Design: Introductory Concepts and Techniques, 3rd Edition

Authors: Shelly, Napier, & Rivers.

Publisher: Course Technology, Cengage Learning, 2009.

ISBN-13: 978-1-4239-2718-1

ISBN-10: 1-4239-2718-4

Make sure you purchase the 3rd edition, NOT the 2nd edition.



Textbook #2

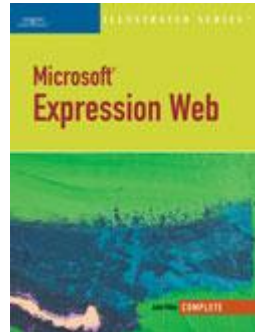
Microsoft Expression Web - Illustrated Complete.

Author: Julie Riley.

Publisher: Course Technology, 2008.

ISBN 13: 978-1-4239-0550-9

ISBN 10: 1-4239-0550-4



Instructional Methodology

The instructor delivers the in-class section(s) of this course by lecture/demonstration (50%) and lab practice (50%) for in-class sections.

Course Schedule

| Week | Topics |
|-------|----------------------------|
| 1-6 | Web Design (Chapters 1-4) |
| 6-11 | Web Design (Chapters 5-7) |
| 1-6 | Expression Web (Units A-D) |
| 7-11 | Expression Web (Units E-H) |
| 12-14 | Expression Web (Units I-L) |
| 14-16 | Expression Web (Units M-P) |

Course Grade

Your final course grade is the average of web design and development Exams and Lab Projects.

- Web Design – 2 Exams (multiple choice questions)
- Web Development – 4 Exams (multiple choice questions)
- Web Development – 4 Lab Projects

Exams

Exams are closed book, multiple choice exams.

(In-class sections) You will take the exams on scheduled days during class time.

(Open campus-PCM sections) You will take the exams in any of the ACC Testing Centers.

You will be able to see your exam grades in the Blackboard course management system.

Lab Projects

Lab Projects are open book, computing skill projects. You will independently complete the projects and then submit your project files to Professor Smith via Blackboard's Digital Dropbox.

You will be able to see your Lab Project grades on Blackboard.

Course Policies

Course Withdrawal

If you withdraw from the course and complete the appropriate withdrawal form, then you will receive a "W" grade. However, **do not** rely on Professor Smith to withdraw you from the course. It is your responsibility to administratively withdraw from the course to receive a "W" grade. You will receive a "W" grade, if you initiate a withdrawal through the Admissions and Records Office prior to the withdrawal deadline date. After this date, you may **not** withdraw and you will receive a grade of A, B, C, D, or F depending on your level of achievement. If you miss the withdraw deadline, then Professor Smith will **not** request a waiver of the College policy and he will **not** request a retroactive withdrawal. Professor Smith reserves the right, but not the duty, to withdraw you from the course for absenteeism over 10%, missed exams/assignments, or lack of progress.

Missed Exam or Lab Project Deadline

If you do not take an Exam or submit a Lab Project by the scheduled deadline and **have NOT made prior arrangements** with Professor Smith, then he will give you an opportunity to take a make-up Exam or submit a Lab Project as soon as possible. However, Professor Smith will reduce your Exam or Lab Project score by 10%, if you take an Exam or submit a Lab Project within one week after an Exam or Lab Project deadline date. If you take an exam or submit a Lab Project between one and two weeks after the deadline date, then Professor Smith will reduce your Exam or Lab Project score by 20%. If you do not take an Exam or submit a Lab Project by two weeks after the deadline date, then you will not be able to take an Exam or submit a Lab Project and Professor Smith will assign a grade of zero (0%).

Missed Last Exam Deadline

You may **not** take a make-up Exam or submit a Lab Project for the **last** Exam or Lab Project of the semester. If you miss taking the **last** Exam or submitting the **last** Lab Project of the semester and have **not made prior** arrangements with Professor Smith, then you will receive a zero (0%) grade for the Exam or Lab Project. There is **no** makeup Exam or extended deadline date for the **last** Exam or Lab Project of the semester.

Penalty Waiver

In order to waive the 10% or 20% score penalty on a make-up Exam or late submission of a Lab Project, you will need to meet the following criteria.

- You must have experienced an unforeseen and sudden emergency.
Note: Getting behind in the course is not an unforeseen emergency.
- You must present to Professor Smith documented proof of your emergency.
- You must contact Professor Smith in person, by phone, or by e-mail of your emergency **on** or **before** the Exam or Lab Project deadline date.

| Missed Exam or Lab Project Deadline Summary | |
|--|-------------|
| Up to 1 week past deadline date | 10% penalty |
| Up to 2 weeks past deadline date | 20% penalty |
| After 2 weeks past deadline date | Grade = 0% |
| Missed deadline date for last Exam or Lab Project | Grade = 0% |

Academic Dishonesty

Exams

Cheating on an exam results in a zero (0%) grade for the exam. Professor Smith also will inform the Director of Student Services of the incident.

Lab Projects

You must complete the computer assignments contained in the Lab Projects on your own. You may not seek assistance from anyone. That includes Lab Technicians and other students. You may not work cooperatively with another student. Cheating on Lab Projects will result in a zero (0%) grade for the Lab Project. You may not give help to another student in this course.

Retesting & Extra Credit

Professor Smith does not allow retesting nor extra credit work to raise your grade.

Incomplete Grades

Department Guidelines for Incomplete Grades - You may receive a temporary grade of "I" (Incomplete) at the end of the semester only if you meet the following conditions:

- You are unable to complete the course during the semester due to circumstances beyond your control.
- You must have earned at least half of the grade points needed for a "C" grade by the end of the semester.
- You must make the request for the "I" grade in person at the instructor's office and complete the necessary documents. You must also bring to the instructor supporting documentation such as a physician's statement.
- To remove an "I" grade, you must complete the course by two weeks before the end of the following semester. Failure to do so will result in the grade automatically reverting to an "F".

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Office of Students with Disabilities (OSD) as soon as possible to better ensure that such accommodations are implemented in a timely fashion. The OSD will complete the *Approved Accommodations & Academic Adjustments* form. You **must** present this completed form to Professor Smith so he knows what accommodations and adjustments to make to accommodate your disabilities. You **must** do this at the beginning of the semester. You should expect a reasonable amount of time for Professor Smith to make changes to the course to accommodate you.

Open Campus (PCM) Sections - Required Contacts

The State of Texas mandates that you to have at least two contacts with the instructor as a course requirement during the semester.

In addition to completing the online orientation, you must make two contacts with Professor Smith either in person, by telephone, or by e-mail. You must make at least one of these contacts by midterm. By completing the online student information form, you will have made one contact.

If you haven't made contact with Professor Smith by this time, then you run the risk of having Professor Smith withdraw you from the course. See the Course Policies regarding course withdrawals.

Internet Policies

My instructor, Professor Thomas Michael Smith, has informed me of the following information:

- (ITNW 1337) - This course will teach me how to search for information on the Internet.
- The Internet contains some Web pages with text, graphic, animation, and video content that are of an adult nature. Some Web pages contain nudity, sexually oriented text information, and profanity.
- Professor Smith will **not** direct me to any information on the Internet that contains sexually oriented material or material that displays profanity.
- Professor Smith has advised me to **not** view any Internet material that may be offensive to me.
- Professor Smith has warned me that I could accidentally, or with my intention, locate and view offensive material on the Internet. If this happens, Professor Smith has advised me **not** to view this material on any computer in any ACC computer lab.

Freedom of Expression Policy

The department faculty expects each instructor and student to respect the right of others to express their views related to classroom discussions.

Student Privacy of Files

For academic purposes an instructor may view a student's information that he/she stores in his/her student volume in the Computer Studies Labs.

Last revised: 10/5/2009