

# CIS 160 – ST: Web Design and Technology

Cedar Crest College

Spring 2006, CIS 160 90, Sa 9:30-12:00, ADM 8

## ***Instructor***

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## **Office Hours**

Tuesday: 11-12:30

Wednesday: 2-4

Thursday: 11-12:30, 5-7

Saturday: 8-9

## ***Course Description***

A study of techniques and technologies related to Web design including page layout, graphics, usability, and navigation. Students will learn and use Web languages including HTML, XHTML, CSS, and JavaScript, as well as software packages for working with these languages. An emphasis will be placed on the recommendations of the World Wide Web Consortium and compatibility among different Web browsers and operating systems. Other topics include project planning, design styles, graphics formats, graphics creation, and legal and cultural issues. Students who completed CIS-261 or HON-261 during spring 2005 are not eligible to take this course.

## **Prerequisites**

None, but general computer literacy is assumed.

## ***Textbook***

Sklar; *Principles of Web Design*, 3rd ed., Thomson Course Technology, 2006. ISBN: 0-619-21666-2.

In addition to the text listed here, numerous Web references will be used. Many are listed on the "Web Authoring" page of your instructor's Web site.

## ***Course Objectives***

- Working knowledge of HTML and CSS, and related software tools, for the production of Web pages.
- Survey of common design approaches used on the World Wide Web.
- Understand common graphic formats used on the Web, and usage of software tools for creating graphics.
- Grasp the importance of Web standards, and how they relate to cross-browser and cross-platform compatibility.

## **Assessment**

The final grade for the course will be based on the following assessment items:

- Assignments (8): 40%
- Tests (2): 35%
- Final Project: 20%
- Class Participation: 5%

A final average is calculated according to the weights above and are rounded to the nearest full percent. The final grade is assigned according to the following scale:

- |             |             |             |
|-------------|-------------|-------------|
| ● 93-100: A | ● 80-82: B- | ● 67-69: D+ |
| ● 90-92: A- | ● 77-79: C+ | ● 60-66: D  |
| ● 87-89: B+ | ● 73-76: C  | ● 0-59: F   |
| ● 83-86: B  | ● 70-72: C- |             |

## **Assignments**

Assignments will consist of Web-related problems and/or projects. Completion of assignments will require the use of the department's Web server. The instructor will assign each student a user account for the server. In addition, software used in class will be required as well. All software required is freely available under an open-source license, and can be downloaded over the Internet.

A tentative assignment schedule will be posted in a password-protected area of your instructor's web site.

## **Tests**

Tests will include written and computer-based portions. The written portion will consist of short-answer questions and short essays. The computer-based portion will require demonstration of software-based skills learned in class. On test dates, the second half of class will be allocated to the test.

## **Final Project**

A final project will be assigned in lieu of a final exam. The project will be done outside of class, and will require the student to demonstrate a breadth of skills and knowledge acquired during the course. The project will be assigned about three weeks prior to the end of the semester, and will be due on the last day of classes.

## **Class Participation**

Students who are active and attentive members of the class, and who contribute to the class from time to time, will receive 5 points for class participation. Students who fall short of this expectation will receive fewer points, commensurate with their level of participation. Also, students who do not abide by *Classroom Protocol* guidelines will receive a reduced class participation grade.

## **Policies**

### **Attendance**

Regular attendance is an important factor contributing to the student's success in the class. Although much of the material covered in class comes from the textbook, some course content comes from the instructor's notes or other resources, and may be delivered only in lecture form. The student is responsible for all material covered in class, and should arrange to get notes from another student in the event of absence from class. The instructor's notes are not available for perusal by the students.

Your instructor keeps an attendance record for the class, however this record does not directly affect the student's grade. If a student has excessive absence and is not showing responsibility for the course material, a report of concern will be issued to the Advising Center.

If the student is absent on the day of a test, arrangements for a makeup must be made in advance of the test. Failure to do so will result in a grade of zero for the test.

### **Due Dates and Late Work**

Your instructor will announce the date and time that each assignment is due. This information will also appear on your instructor's web site. Note that, for some classes, assignment due dates might not correspond to class meeting dates.

By turning in assignments on time your work will be graded and returned in a timely manner (usually within one week), and with comments as appropriate.

Late work will be accepted up to two weeks past the due date and will be subject to any or all of the following:

- A penalty of 20% of the total possible score will be assessed (unless otherwise noted under assessment details).
- The assignment may be graded without comment.
- The assignment will be graded and returned at the instructor's convenience, possibly as late as the end of the semester.

Any work that is not turned in within two weeks of the due date will receive a grade of zero.

### **Honor Philosophy**

The *Cedar Crest College Student Guide* includes the following under *Honor Philosophy, Community Standards for Academic Conduct, Academic Integrity*:

Academic integrity and ethics remain steadfast, withstanding technological change. Cedar Crest College academic standards therefore apply to all academic work, including, but not limited to, handwritten or computer-generated documents, video or audio recordings, and telecommunications.

All Cedar Crest students shall:

- Only submit work which is his/her own.
- Adhere to the rules of acknowledging outside sources, as defined by the instructor, never plagiarizing or misrepresenting intellectual property.
- Neither seek nor receive aid from another student, converse with one another when inappropriate,

nor use materials not authorized by the instructor.

- Follow the instructions of the professor in any academic situation or environment, including taking of examinations, the following of laboratory procedures, the preparation of papers, and the proper and respectful use of sharing of College facilities and resources, including library and computing resources.
- Abide by the Cedar Crest Computer Use Policy.
- If a student perceives a violation of the Academic Standards, he/she will go to their instructor.
- If you are unable to resolve the problem with the instructor, you should go to the chair of the department. If you need further assistance after consultation with the instructor and the chair, you should see the Provost.

Unless specifically designated by the instructor, assignments for this course are individual assignments, not group projects. It is reasonable and appropriate for students to discuss an assignment outside of class, but the actual assignment work is to be one's own. It is not appropriate to collaborate on assignments, nor is it appropriate to copy another student's assignment, alter its appearance, and present it as one's own individual work. Such behavior is plagiarism and a violation of the Honor Philosophy, and will result in a grade of zero for the assignment. A second offense will result in a grade of F for the course.

### **Class Cancellations**

College-wide class cancellations are announced on the regular media outlets and on the college inclement weather hotline (610-606-4629). In the rare event your instructor must cancel an individual class, every effort will be made to notify students via e-mail of the class cancellation. You instructor collects contact information at the start of the semester for this purpose. Please be advised that advance notice of an individual class cancellation is not always possible.

When a class is canceled, whether college-wide or individual, the following contingencies are in effect:

- If class is canceled on a day that a test is scheduled, the test will be given at the next class meeting.
- If the class meeting immediately preceding a scheduled test date is canceled, the test will be postponed by one class meeting.
- If an assignment is due at the beginning of a class meeting, and that class is canceled, check your instructor's web site for information on when the assignment is due.

### **Students with Disabilities**

Students with documented disabilities who may need academic accommodations should discuss these needs with their professors during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

### **Release of Confidential Information**

In order to remain in compliance with the Family Educational Rights and Privacy Act (FERPA), the following policies will be in effect with regard to the release of information related to the student's academic record (i.e. grades):

- Your instructor may personally discuss such information with you, and may do so via telephone.
- Your instructor will not leave such information on an answering machine or voice mail system.

- Your instructor will not release such information to any third parties (such as a parent or spouse) without the student's written consent. If you wish to make such arrangements, please contact the Advising Center.
- Your instructor will reply to requests for such information via e-mail only to e-mail addresses within the cedarcrest.edu domain. Replies to addresses hosted at other domains will be denied.
- Your instructor will post final grades on Campus Web as soon as final grades are calculated. This is the earliest method by which this information becomes available.
- You may provide your instructor with a self-addressed stamped envelope for return of materials at the end of the semester. However, the student must personally deliver the envelope to the instructor. Envelopes delivered via other means will not be used.

### **Extra Credit**

Your instructor may, at his option, offer the class an extra credit assignment, based on the overall need of the class. How such an assignment affects the grade will be determined if and when the extra credit assignment is offered. Individual requests for extra credit will not be granted.

### **Incomplete Grades**

The College Catalog includes the following policy with regard to incomplete grades:

A temporary grade of incomplete (I) is given only to a student who is doing passing work in a course but who, for reasons beyond the student's control, is not able to complete a major assignment or examination by the deadline for submitting grades.

The Provost's Office has further clarified this policy to faculty in the following statement:

Note, in particular, the phrase "beyond the student's control", which indicates an event such as an accident, injury, or catastrophic personal situation that prevents the student from completing a single assignment or examination at the very end of the semester; a student's failure to complete past or current work resulting from neglect or poor time management is not an appropriate justification for an incomplete grade. Note also that a student who is currently failing a course should not be given an incomplete.

### **Classroom Protocol**

The Cedar Crest College Student Guide includes the following under Honor Philosophy, Community Standards for Academic Conduct, Classroom Protocol:

Appropriate classroom behavior is implicit in the Cedar Crest Honor Code. Such behavior is defined and guided by complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That environment is free from distractions such as late arrivals, early departures, inappropriate conversations, and any other behavior that might disrupt instruction and/or compromise students' access to their Cedar Crest College education.

### **Class Visitors**

Anyone not registered for the course who wishes to sit in as a visitor must obtain permission from the instructor in advance. Class visitors are to adhere to the same classroom protocol as is expected from registered members of the class. For classes held in a computer classroom, visitors will not be permitted to use the computers in the

classroom.

### **Computer Classrooms**

When a class is held in a computer classroom, the computers in the room are to be used for class-related activities only. Using the computers for Web browsing, instant messaging, gaming, or other non-class-related activities is prohibited.

Specifically, students are to follow these guidelines during class:

- Students should not have any instant messaging programs open during class. Being signed on to an instant messaging program with an away message active is considered a violation of this policy.
- Students should not have any e-mail program open during class.
- Students should not have any web browser open, except for activities specifically authorized by the instructor.

Any student violating this policy will be subject to the following penalties:

- First offense: student will be given a verbal warning.
- Second offense: student will receive a 0 for her class participation grade for the semester.

## Course Schedule

The following is a tentative schedule for the course, and may be adjusted as necessary throughout the semester.

<b>Date</b>	<b>Topic</b>	<b>Textbook</b>
1/21	Web Technology Overview Getting Started with Nvu URI's and Hyperlinks	
1/28	HTML	
2/4	Cross-Browser Compatibility From HTML to XHTML HTML Validation	Ch. 1
2/11	Web Site Design Principles	Ch. 2
2/18	Planning the Site Planning Site Navigation	Ch. 3, 4
2/25	Test 2 Planning (continued)	
3/4	Tables Page Templates	Ch. 5
3/11	CSS Introduction	Ch. 6
3/18	Web Typography	Ch. 7
3/25	Graphics and Color	Ch. 8
4/1	The Box Model	Ch. 9
4/8	Test 2 Using The GIMP	
4/22	Using The GIMP (continued)	
4/29	Working with Forms	Ch. 10