

Syllabus
ITEC 2380-03 – Online Web Development
Spring 2016 – On Line

Section 1 – General Course Information

Course CRN#: 24367

Instructor Information

Instructor: Myungjae Kwak, Ph.D.
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Tentative Office Hours: Monday 1:30 – 3:30
Tuesday 1:00 – 4:00 pm
Wednesday 1:00 – 4:00 pm
or by appointment

Section 2 – Standard Course Information

Credit: 3 hours

Prerequisite or Co-requisite: At least a “C” in either ITEC 2215

Course Description

This course introduces concepts and practices associated with Web Site Development. The focus is on site and page design, page layout techniques, styling methods, coding practices, selection of typography, graphics, multimedia, accessibility issues, site publishing, testing, maintenance, and site marketing (SEO).

Course Materials

<http://itwebtutorials.net/html/index.php>

Supplementary sites

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

<http://www.w3.org/standards/webdesign/htmlcss>

Required Software

Windows Users: Notepad++ (<http://notepad-plus-plus.org>), Microsoft Expression Web 4, Dreamweaver, or any web development tools can be used for conducting computer lab work and for completing assignments. Notepad++ is recommended for beginners.

Mac Users: TextWrangler (<http://www.barebones.com/products/textwrangler/>), Brackets (<http://download.brackets.io>), Sublime (<http://www.sublimetext.com>), and Komodo Edit (<http://www.activestate.com/komodo-edit>).

Course Outcomes

The purpose of this course is to provide the know-how and skills to create Web pages using common markup languages and styling techniques. The focus of the course is on the technologies for formatting and presenting information through the Hypertext Markup Language (HTML5), Extensible HyperText Markup Language (XHTML), and Cascading Style Sheets (CSS). Students develop various types of Web pages to gain survey knowledge of current technologies and practices. At the completion of the course students should be able to:

- Identify the HTML markup tags for structuring web pages
- Identify the CSS properties and elements for styling, formatting, and enhancing web pages
- Develop web pages using HTML5 and CSS
- Evaluate and validate HTML5 documents for conformance to the latest W3C markup standards
- Analyze and evaluate web pages for conformance to Section 508 and W3C accessibility standards
- Design web pages using common web design principles

Topics

- Introduction to creating web pages
- Basic document layout using HTML5
- Basic document styling using CSS
- Text formatting
- Using Graphic Imaging
- Applying special CSS styles
- Linking Pages
- Using tables
- Playing multimedia
- Using frames
- Creating HTML5 forms
- Designing web sites

Section 3 – Course Assessment Information

Course Assessments

You will be evaluated on web development case studies, midterm exam, final project, and online discussions participation.

Case Studies

Eleven case studies assignments are worth 220 points toward the student's overall course grade. Case studies are to be uploaded to your web folder on the campus server by midnight of the due date listed on the class schedule. The student must submit the URL via the Dropbox in D2L in order to receive credit. If you don't have your Web directory, please refer to WEBDAV tab in the following URL (<http://www.mga.edu/technology/services.aspx>).

Final Project

A hands-on application development project is worth 100 points toward the student's overall course grade. Points will be given based on the creativity and completeness of the final outcome. Project topic, timeline and evaluation criteria will be announced in D2L after the midterm exam.

Assignments Submission Policy

To obtain full credit for each assignment or project, the student must submit the assignment by its deadline. If an assignment or project is submitted past the deadline, 50% penalty will be applied and another 10% penalty will be applied for each 24 hour delay. No late case studies, discussions, exams, or final projects will be accepted without prior approval of the instructor.

Exam

Midterm exam is worth 60 points. Format will be multiple choice, coding, and short/long answer questions.

Participation

Ten online discussions are worth 50 points. You are expected to post questions and/or opinions and answer instructor or other students' questions in D2L discussion boards actively. Your activities will be evaluated subjectively.

Grading Policy (Total 435 points)

- Case Studies (11 × 20 pts = 220 pts)
- Midterm Exam (60 pts)
- Project (100 pts)
 - A: 100 pts, B: 80 pts, C: 60 pts, D: 40 pts, F: 0 pts
- Online Discussion Participation (11 x 5 pts = 55 pts, subjective)

Grading Scale

- A: 391.5 – 435 points
- B: 338 – 391 points
- C: 304.5 – 337 points
- D: 261 – 304 points
- F: fewer than 260 points

Section 4 – Standard Course Policies

Online Course Policies, Expectations, and Guidelines for Students

EXPECTATIONS

1. Online courses are not self-paced and regular participation in online courses is required and will be recorded by your instructor. Students are expected to complete all course assessments using D2L.
2. Online learning assumes a high level of maturity and professionalism. It is designed to make learning more convenient but no less rigorous. The lack of a formal meeting schedule in an online course can be liberating. It can also be demanding because you must determine when to make time for class. Self-discipline and good time management skills are necessary when taking an online course.
3. Please remember that you will spend as much or more time completing an online course as you would taking it in a traditional face-to-face/classroom format. The special circumstances of taking an online course demand regular and consistent participation. Be sure to pace yourself throughout the semester making sure your responses to communications and assignments are timely. If you are not able to participate in any assigned class activities, you must contact your instructor immediately.
4. The instructor is required to report “no-shows” or students who do not show up the first day of class. Therefore, all students enrolled in the course must verify their enrollment. This can affect financial aid and you may be dropped from the class. Your instructor will notify you as to how to verify your enrollment before the beginning of the term to ensure that you are not reported as a “no-show”.

ONLINE COURSE POLICIES

1. Students are required to have access to a computer and the Internet.
2. All course materials (i.e. course syllabus, course content, the assignments and the schedule of activities, etc.) are posted in D2L’s course/class web site.
3. MGA email and/or D2L are used only for communication between the instructor and students. The instructor will endeavor to reply to your email queries within 12 hours and no more than 24 hours of their receipt, excluding weekends and holidays or during semester breaks. Private email accounts must not be used to communicate between the instructor and students.

4. Students must immediately review the tentative course schedule (included as part of the syllabus) for the schedule of discussion activities, assignments, projects, and/or examinations.
5. Students must attend class if they are to be well prepared for the workplace. Online courses are no different from on-campus classroom courses in this regard. Therefore, online students are subject to the university's attendance policy. Please see the "Attendance Policy" in the university's catalog. For online classes, participation must be defined in a different manner. Student attendance in online courses is defined as active participation in the course as described in the course syllabus.
6. Online courses will, at a minimum, have weekly mechanisms for student participation, which can be documented using any or all of the following methods:
 - a. a graded discussion activity that is integral to student engagement and learning;
 - b. a graded assignment/project/examination.
7. Your instructor will begin grading all assessments after the deadline and make the results available to you within one week after the due date for the assessment.

ONLINE DISCUSSIONS AND POSTINGS

Expectations for Achieving Responsible Online Discourse

One value we must share is respect for individuals - their experience and their ideas or social positions. We also share a genuine desire to learn from one another. In order to demonstrate these shared values, you are encouraged to consider how your tone, word choice, and content may affect other readers. Some ways people achieve responsible public electronic discourse include

- a) calling each other by name on the screen,
- b) using smiley faces =) to clarify meaning if a writer's tone might be ambiguous,
- c) clarifying with someone courteously before "flaming" back a quick response, and
- d) refraining from publishing or forwarding any questionable jokes or strong language that could offend various readers.

Guidelines for Online Discussions

1. Not only respond to your instructor's questions, but carry on a dialogue with your classmates as well. This is a discussion, not just a question and answer session, and is one of the items that make a good online course and establishes community. If you only

respond to your instructor's question it makes the discussion more of an "exam" rather than a dialogue.

2. Do not get caught up in "winning" the debate. We are here to learn the material, have fun, and to discuss matters of importance with others.
3. Read all postings from your classmates, not just those from the instructor. Sometimes future questions are based on the insights of your classmates.
4. When you reply to a post, don't just say "I agree". Give the person or person's name you are agreeing with and be sure to put the reply in the right thread. Also include a brief sentence or two summarizing what they said that you are agreeing with and then your views. You might also consider changing the subject line to reflect your posts. Make it easy for us to figure out who you are talking to and what you are talking about.
5. If you express an opinion, support it with material from our readings or other sources if applicable. When you quote, summarize, or paraphrase from the text, be sure to give the page number(s) -- This is important!
6. Count on checking the class website for assignments or discussions at least twice or more per week.

Student Withdrawal Policy

Students who wish to withdraw from the University must complete the withdrawal procedure. The student can complete the withdrawal procedure in two ways, 1) online through Banner Web if they do not have HOLDS, OR 2) in the Registrar's Office, the Warner Robins Campus Office, or the Robins Resident Center Office. Withdrawal is not complete until all withdrawal procedures have been properly executed. Students may not withdraw from the University during the last two weeks of a semester.

Policy on Academic Misconduct

As a Middle Georgia State University student and as a student in this class, you are responsible for reading, understanding, and abiding by Middle Georgia State University's Student Code of Conduct. The Student Code of Conduct is included in the MGA Student Handbook and is available online at: http://www.mga.edu/student-affairs/docs/MGA_Student_Handbook.pdf.

Especially, it is very important that you recognize and understand the following about academic misconduct:

1. ***Individuals will fulfill their academic responsibilities in an honest and forthright manner.***

Examples of prohibited behavior include but are not limited to: plagiarizing another's work (such as using another's phrasing, concepts or line of reasoning as your own without giving proper credit to the author or creator); submitting course assignments that are not your own; submitting the same paper in different classes without prior approval from both instructors; cheating (the use of any unauthorized means to gain academic advantage on assignments, laboratory reports or examinations); acquiring or using test materials without faculty knowledge; accessing any information, resource, and/or means of communication during an exam or assignment without specific authorization from the professor; failing to follow class policy; obtaining academic benefits through computer fraud or unauthorized access; engaging in academic fraud alone or with others; using material downloaded off Internet without proper citation; illicitly attempting to influence grading; failing to abide by test-taking procedures.

The institutional penalty for academic misconduct is a grade of zero for the work involved and will be referred to the Dean of Students.

Technical Policy

A plagiarism prevention service is used in the evaluation of written submitted for this course. As directed by the instructor, students are expected to submit or have their assignments submitted through the service in order to meet requirements for this course. The papers may be retained by the service for the sole purpose of checking for plagiarized content in future student submissions.

Policy on Disability Accommodations

Students seeking academic accommodations for a special need must contact the Middle Georgia State University Counseling Center (478.471.2985, TDD 478.471.5798) located on the first floor of the Learning Support Building, Room 110 on the Macon Campus.

Section 5 – Instructor-specific Policies

Rationale

Web development in general is to build a foundation of skills creating web pages. However, a GOOD web developer needs to learn up-to-date information, e.g., HTML5 and CSS3 and design principles, e.g., proximity, alignment, contrast, and navigation design to meet current requirements in the highly competitive job market.

Format and Procedures

The course is structured with the reading, lab exercise, case studies, discussion topics, exams, and a final project to build a holistic approach to web development.

- For each learning module, the instructor not only discusses the web development, but also demonstrates relevant software tools and design principles to design web pages.
- The instructor will also guide class discussions to motivate students to brainstorm and to have creative ideas in web designs.
- Students are expected to actively involved in such discussions and contribute their knowledge to the class and peers.
- Students are expected to explore their knowledge out of the class via papers, books, internet information and think critically with depth and breadth in all class discussions and projects.

Course Requirements

1. Students have to read and review the sections of course material site (see the Tentative Course Schedule and Outline) each week and practice the HTML and CSS code covered in the course material site to have a better understanding of web development and assignments. Note that merely watching video clips and reading materials will NOT help you understand the web development. Students have to practice each hands-on exercise and debugging your code frequently to master your web development skills. This course will be a great opportunity to improve your overall typing skills as well.
2. **Homework Assignments/Case Studies** Homework assignments are available at the end of each section. The case listed at the end of each section is used for assignments. Students can discuss and exchange web design and debugging skills; however, each student has to submit his/her own work.
3. **Discussion Topics** The regular discussion topics may include Web Research or any topics relevant to web development and design. Each student is expected to submit his/her own work. You are required to submit your discussion posts to the Dropbox as well.

“What I grade” will be the Dropbox submission in D2L. I encourage everyone to participate in open discussions.

4. **Final Project** The final project requires students to master web development skills in chapters. Students will have to select a topic to develop the final project. In addition, everyone is encouraged to include design principles, usability tests, and add-on components such as Google Map, Lightbox, and jQuery. Specific requirements of the final project will be announced by the instructor.

The final project includes **1)** web development, and **2)** documentation of the project. The final project aims to cultivate the students’ web development ability. The Final Project has to incorporate **1)** a summary of development (e.g., developing HTML5 and CSS, designing graphics, and designing interfaces), and **2)** a documentation of the final project.

HTML5 and CSS Validation Service

Students who have difficulties in finishing their assignments or final project should contact tutors or the instructor as early as possible. The instructor does NOT offer debugging service. There is no excuse to develop a ‘sloppy’ HTML5 and CSS code for this course. Students should learn how to debug HTML5 and CSS codes through W3C Markup Validation Service (<http://validator.w3.org/>) and CSS Validation Service (<http://jigsaw.w3.org/css-validator/>). Student files for web page exercises and Website Case Studies are provided on the cover page of your textbook with an **online access code**.

Tutoring

The tutoring service is listed as follows:

1. Macon Campus. Call the School of Information Technology at 471-2801 to set up an appointment with tutors.
2. Contact the instructor.

Communicating with Instructor

There are five ways to communicate with me. They are face-to-face, school email, D2L email, phone, and D2L discussion board in the order of my preference. I will check the school and D2L emails and discussion board periodically and try to reply to your post or email as soon as I can.

Especially, when you e-mail me using your MGA e-mail account, please make sure that your e-mail should have a meaningful subject line that reads “ITEC 2380: Short description of the request.

Section 6 – Tentative Course Schedule and Outline

ITEC 2380-03

As of 1/7/2016

The schedule below contains class activities, assignments and deadlines. Note that the course schedule is “tentative” and subject to change based on student and/or pedagogical needs. All changes will be announced and posted on the course website.

<i>Class/Date</i>	<i>Activities</i>	<i>Notes/Due Dates</i>
Week 1 (1/11 – 1/17)	Introductions Syllabus Review Section 1. Creating Web Pages http://itwebtutorials.mga.edu/html/chp1/default.aspx	- HW1 – Due by 1/26 Discussion1 – Due by 1/26
Week 2 (1/18 – 1/24)	Section 2. Basic Document Layout http://itwebtutorials.mga.edu/html/chp2/default.aspx	- HW2 – Due by 2/2 Discussion2 – Due by 2/2
Week 3 (1/25 – 1/31)	Section 2. Cont. http://itwebtutorials.mga.edu/html/chp2/default.aspx	
Week 4 (2/1 – 2/7)	Section 3. Basic Document Styling http://itwebtutorials.mga.edu/html/chp3/default.aspx	- HW3 – Due by 2/9 - Discussion3 – Due by 2/9
Week 5 (2/8 – 2/14)	Section 4. Text Formatting http://itwebtutorials.mga.edu/html/chp4/default.aspx	- HW4 – Due by 2/16 - Discussion4 – Due by 2/16
Week 6 (2/15 – 2/21)	Section 5. Graphic Images http://itwebtutorials.mga.edu/html/chp5/default.aspx	- HW5 – Due by 2/23 - Discussion5 – Due by 2/23
Week 7 (2/22 – 2/28)	Section 6. Applying Special Styles http://itwebtutorials.mga.edu/html/chp6/default.aspx	- HW6 – Due by 3/1 - Discussion6 – Due by 3/1
Week 8 (2/29 – 3/6)	Midterm exam (Sections 1 – 6)	- Exam will be available in D2L from 3/3 to 3/5.
Week 9 (3/7 – 3/13)	Spring Break – No Class	

Week 10 (3/14 – 3/20)	Section 7. Linking Pages http://itwebtutorials.mga.edu/html/chp7/default.aspx	- HW7 – Due by 3/22 - Discussion7 – Due by 3/22
Week 11 (3/21 – 3/27)	Section 8. Using Tables http://itwebtutorials.mga.edu/html/chp8/default.aspx	- HW8 – Due by 3/29 - Discussion8 – Due by 3/29
Week 12 (3/28 – 4/3)	Section 9. Playing Multimedia http://itwebtutorials.mga.edu/html/chp9/default.aspx Final project will be released.	- HW9 – Due by 4/5 - Discussion9 – Due by 4/5
Week 13 (4/4 – 4/10)	Section 10. Creating Forms http://itwebtutorials.mga.edu/html/chp10/default.aspx	- HW10 – Due by 4/19 - Discussion10 – Due by 4/19
Week 14 (4/11 – 4/17)	Section 10. Cont. http://itwebtutorials.mga.edu/html/chp10/default.aspx	
Week 15 (4/18 – 4/24)	Section 11. Designing Web Sites http://itwebtutorials.mga.edu/html/chp11/default.aspx	- HW11 – Due by 4/26 - Discussion11 – Due by 4/26
Week 16 (4/25 – 5/1)	Special Topics: Bootstrap	
Week 17 (5/2 – 5/8)	Final project due: <u>Midnight, 5/6</u>	