IST 286: Web Development and Design
Fall 2007 Syllabus

INSTRUCTOR
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GRADER:

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COURSE DESCRIPTION

This course covers basic techniques for designing and building websites. Topics include: W3C standards, separation of content and format, XHMTL, XML, CSS, JavaScript, web editors, graphics creation tools, accessibility, and principles of usable web design.

TEXT

Web Development & Design Foundations with XHTML
Author: Terry Felke-Morris
Publisher: © 2004 Pearson Education, Inc.
ISBN: 0-321-43675-X

PLANNED LEARNING OBJECTIVES

1. A working knowledge of the Basic Building blocks of HTML and XHTML.
2. Understand basis of XML.
3. Be able to construct XML documents associated with DTD (Document Type Definition) and style sheets.
4. Be able to create dynamic client-side programs with JavaScript.
5. Understand the differences of using various client-side technologies such as JavaScript and Java Applets.
6. How to test the usability of a site.
7. Arranging the content, multimedia, and colors of a site to be usable and eye pleasing.
8. Guidelines to follow for accessibility.
9. Tips to help speed up the loading of your pages.
10. An understanding of why it's useful to have knowledge of Web Development and Design.
11. The ability to build a web page quickly and post it on the Web using Macromedia Dreamweaver.
12. The ability to create basic graphics for the World Wide Web using Macromedia Fireworks.
13. The ability to display a web site's structure using Microsoft Visio.

14. The ability to create creative and dynamic effects using Macromedia Fireworks.
15. The ability to create basic drawings and animations using Macromedia Flash.

MAJOR TOPICS OF COURSE

1. A fundamental knowledge of web design principles and how to put them in use.
2. Various tips to attract users and to creating usable sites.
3. Accessibility and guidelines.
4. A basic knowledge of user testing for usability.
5. A working knowledge of tools to build web interfaces quickly and efficiently.
6. A fundamental knowledge of underlying web interface coding methods and techniques.
7. An increased appreciation and motivation for web development and design.

TENATIVE SCHEDULE FOR CLASS
This plan may be changed from time to time as the semester progresses.

Month	M W F	Topic	Reading	Web Assignment
Aug	20, 22, 24	Introduction to the Internet and World Wide Web, TextPad	Chapter 1	1
Aug	27, 29, 31	Web Site Design, Microsoft Visio	Chapter 7	2
Sept	5, 6	XHMTL Basics	Chapter 2	3
Sept	10, 12, 14	XHTML Links and Tables, **Test 1,** Dreamweaver	Chapter 3	
Sept	17, 19, 21	XHTML Color & Visual Effects, Macromedia Fireworks	Chapter 4	4
Sept	24, 26, 28	XHTML Frames and Forms	Chapter 5, 6	5
Oct	1, 3, 5	Cascading Style Sheets	Chapters 9, 10	6
Oct	8, 10, 12	**Test 2,**		
Oct	15, 17, 19	Web Media and Interactivity, Macromedia Flash	Chapter 11	7
Oct	22, 24, 26	Web Site Development	Chapter 8	8
Oct/Nov	29, 31, 2	**Test 3,** Ecommerce	Chapter 12	
Nov	5, 7, 9	Promotion for Web Developers	Chapter 13	9
Nov	12, 14, 16	JavaScript	Chapter 14	10
Nov	19, 21, 23	**Thanksgiving Break**		
Nov	26, 28, 30	JavaScript		
Dec	3, 5, 7	Review, Final Exam		
		Final Exam Week	Nothing required	

CLASS COMPONENTS

Lectures

- In-class assignments will be given 1 or 2 times a week (10 points each). The 4 lowest grades will be discarded (allowing you to miss 4 classes without lowering your grade).
- A design principle/guideline/tip is introduced during lecture period.

Labs

Although you may have to work outside of class, there will be "Lab Days" when you will have time to work on the web assignment with instructor and TA present to assist you.

If assignments are posted late, they will not be graded unless you email the grader and instructor to inform us it is now ready. Assignments that are not posted by the time they are due lose 2 points automatically. If they are not posted within 24 hours of the due date (more than 1 day late) they lose 4 points; within 48 hours (more than 2 days late) they lose 6 points. Labs posted more than 72 hours after the due date **will not be accepted**. Web assignments are worth 25 points each.

Review Questions and Checkpoints

All regular test questions will come from the review questions at the end of each chapter and the checkpoints throughout the chapter.

Tests

Review questions and terms at the end of each chapter and checkpoints throughout the chapter will be used to create the regular tests. Make-up tests will come from any material in the corresponding chapters. Tests will be 100 points each. You can make up a test if you contact me within 1 week of the scheduled test date. Make-up tests are strongly discouraged. The make-up tests will be all open-ended short answer and essay questions. They will not be the same as the regular tests. A make up test is any test not taken during regularly scheduled time frame. No tests can be taken late unless there are extenuating circumstances.

GRADING

Final grades are subject to rounding up ONLY if **ALL** assignments were completed.
Grades will be assigned as follows:

$$A = 90\% - 100\%$$
$$B = 80\% - 89\%$$
$$C = 70\% - 79\%$$
$$D = 60\% - 69\%$$

DISABILITIES

Any student who has a disability should contact Disability Support Services (dss@umr.edu), who will work with the instructor to accommodate the disability and ensure that we provide students with equal educational opportunities.

ACADEMIC DISHONESTY

We shouldn't need this, but I've been encouraged to state a policy. Any student caught cheating or plagiarizing (using improper material or not giving credit properly) or providing improper assistance to another student will receive a 0 score on the given assignment, quiz, or test. A memo describing the incident will also be placed in the student's permanent academic record. A second incident will be submitted to the Student Discipline process, with a recommendation that the student be given an "F" for the class. The given assignment, quiz, or test will not be accepted at all (with consequences for grades).

Reference:
UMR Student Handbook:
http://campus.umr.edu/studentlife/involvement/UMR_Student_Handbook.pdf

Student Standard of Conduct: page 106.
Procedures for Dealing with Student Conduct Violations: page 108.