

IST 286: Web Development and Design
Fall 2005 Syllabus

INSTRUCTOR

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Thursday 1pm– 4pm

TEACHING ASSISTANT

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TEXT

HTML for the World Wide Web, 5th edition
Author: Elizabeth Castro
Publisher: Peachpit Press

Or

User-Centered Website Development
Authors: Daniel D. McCracken and Rosalee J. Wolfe
Publisher: © 2004 [Pearson Education, Inc.](#)
ISBN: [0-13-041161-2](#)

This syllabus is designed around the first textbook *HTML for the World Wide Web, 5th edition*. If there is a change in text books, a new syllabus will be available at least two weeks before the beginning of the Fall Semester.

COURSE OBJECTIVES

- Students Should Leave with the following
 - Main/Overriding Goals
 1. A working knowledge of tools to build web interfaces quickly and efficiently.

2. A fundamental knowledge of underlying web interface coding methods and techniques.
 3. A basic knowledge of web design principles/tips/guidelines.
 4. An increased appreciation and motivation for web development and design.
- More Specific Goals
 1. A basic appreciation for the impact of the World, Wide, Web within a historic and social context.
 2. An understanding of why it's useful to have a knowledge of Web Development and Design.
 3. The ability to build a web page quickly and post it on the Web using Macromedia Dreamweaver.
 4. The ability to create basic graphics for the World Wide Web using Macromedia Fireworks.
 5. The ability to display a web site's structure using Microsoft Visio.
 6. A working knowledge of the Basic Building blocks of HTML and XHTML.
 7. A working knowledge of HTML files, page structure, and linking techniques.
 8. A working knowledge of the basic components of cascading style sheet (CSS) coding.
 9. A working knowledge of how to use CSS for formatting.
 10. A working knowledge of how to use CSS for page layout.
 11. A working knowledge of the Section 508 accessibility law and methods for conforming with the law.
 12. The ability to create creative and dynamic effects using Macromedia Fireworks.
 13. The ability to create basic drawings and animations using Macromedia Flash.
 14. The ability to create some advanced dynamic animation effects using Macromedia Flash.
 15. Knowledge of basic principles/tips/guidelines for web design.

CLASS COMPONENTS

Lectures

Most Tuesdays there will be a lecture that will consist of:

- 5 point quiz from the previous lecture. The 4 lowest grades will be discarded (allowing you to miss 4 classes without the quizzes lowering your grade).
- Hall of Fame: The professor selects a small number of the most outstanding assignments from the previous lab and these are reviewed.
- Designer's Corner: A design principle/guideline/tip is introduced and/or an interesting web site is reviewed.
- Developer's Corner: A development method/tool/technique is introduced and demonstrated.

Every fourth Tuesday will be a test review session during class for the upcoming test.

Labs

Most weeks there will be a lab with an associated assignment. The purpose of the lab is to have a supervised environment where students can work on their lab assignment, with both the TA and instructor present to help.

The lab assignment will be introduced in lecture on Tuesday and will be due by 11:59pm Sunday of the same week. 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. You must let the grader know and copy the instructor, via email to have your assignment graded. Labs are worth 10 points each.

Quizzes

In-class quizzes will take place almost every lecture. They will usually consist of one or more questions relative to major points of the immediately previous lecture. They will be worth 5 points each. At the end of the semester, the 5 lowest scores will be thrown out and the rest will be used for grade calculations, so it IS possible to miss a quiz or two and not be hurt.

Tests

Every fourth Thursday there will be a test. Review sheets are posted each week. All test questions will come from the review sheets. The lecture before each test will be a review period. You can make up the tests, but it is 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.

GRADING

Grades will be assigned as follows:

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

SCHEDULE

Date	Tuesday (Lecture)	Thursday (Lab)
Aug 23 & 25	Intro: Class policies & WWW in Context	Lab 1
30 & Sept 1	Dreamweaver: Quick and Dirty	Lab 2
6 & 8	Fireworks: Basics	Lab 3
13 & 15	Test Review	Test 1
20 & 22	Visio and Site Structure Display	Lab 4
27 & 29	HTML: Building Blocks	Lab 5
Oct 4 & 6	HTML: File, Structure, & Links	Lab 6
11 & 13	Test Review	Test 2
18 & 20	CSS: Basics & Format	Lab 7

25 & 27	CSS: Layout	Lab 8
Nov 1 & 3	Accessibility Section 508	Lab 9
8 & 10	Test Review	Test 3
15 & 17	Fireworks: Cool Stuff	Lab 10
22 & 24	<i>Thanksgiving (no class)</i>	
29 & Dec 1	Flash: Basics	Lab 11
6 & 8	Flash: Cool Stuff	Lab 12
13 & 15 (finals week)	Test 4 (TBA)	

CHEATING POLICY

Any student caught cheating or plagiarizing, will receive a 0 score on the given assignment. A letter describing the incident will also be placed in the student's permanent academic record. A second incident will also result in a 0 score, and will be submitted to the Student Discipline process, with a recommendation that the student be given an "F" for the class.

References:

Student Standard of Conduct:

http://campus.umn.edu/studentactivities/publications/student_handbook/standard_of_conduct.htm

Procedures for Dealing with Student Conduct Violations:

http://campus.umn.edu/studentactivities/publications/student_handbook/student_conduct_matters.htm