

<b>IS&amp;LT 7360 Fast Track - Fall 2009</b>
<b>Introduction to Web Development (3 Hrs.)</b>

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Office: Digital Media Zone, 201D Townsend Hall.

Office Hours: Monday and Wednesday 10:00 am - noon. Other times by appointment. I can meet in-person, or virtually via Instant Messaging (IM), videoconference (iChat or Skype), or plain old telephone. To reach me use the Zone telephone and e-mail address listed above. Or leave me a private message in the Sakai course discussion board.

**Course Description**

The purpose of this course is to provide students with an understanding of basic web page design and web authoring skills in addition to the technical expertise required for creation and publishing of XHTML-compliant documents. The course will cover browser/server interaction, directory management, and web page design and development. Attention will be directed toward the impact a designer's choices have on communication, understanding, and accessibility. Students will develop, test, evaluate, and apply evaluation data to their project web site.

**This is an ONLINE course with no regular in-person or classroom meetings. The course is offered via Sakai (<https://sakai.missouri.edu/portal>) and supported by Mentors and Instructors working through the Digital Media ZONE.**

**Prerequisites:** None

**Course Objectives**

Upon the successful completion of this course, a student will be able to:

- Use SFTP (Secure File Transfer Protocol) programs to communicate with a remote web server
  - connect and upload files to a remote web server
  - manage files on a remote web server
- Demonstrate basic HTML coding
  - create formatted text
  - create both absolute and relative links
  - add images
  - change the color of text and background
  - create tables
  - inline CSS
  - embedded multimedia elements
  - find errors and debug

- Understand accessibility and W3C standard issues
  - design a user-friendly interface
  - comply with American with Disability Act (ADA) requirements
  - comply with W3C XHTML Transitional 1.0 specifications
- Perform the multimedia design cycle
  - generate a design plan before production
  - conduct formative evaluation including user testing with target audience and expert reviews

### **Instructor Information**

#### ***Dr. Howland:***

Office hours arranged. Please contact me via email (not a Sakai private message). If you'd like to talk, just let me know and we'll arrange a time.

#### ***Christiana Kumalasari:***

Office Location: Digital Media Zone, Townsend Hall 201D.

See Sakai course site for office hours. I can meet in-person, or virtually via Instant Messaging (IM), videoconference (iChat or Skype), or plain old telephone. To reach me, use the Zone telephone and e-mail address listed below. Or leave me a private message in the Sakai course discussion board.

#### ***Graduate Teaching Assistants - Zone Mentors:***

See Digital Media Zone (following) for contact information.

### **Digital Media Zone**

The ZONE is staffed by Mentors who focus on helping you learn by doing. The ZONE is a physical and virtual space/place where you can receive help and support from those who have special knowledge and skills, but where you are ultimately responsible for your own learning. Your Instructor and the ZONE Mentors do not teach you in a traditional classroom approach. They help you learn by providing guidance and support while you learn by doing.

The ZONE is part of the School of Information Science & Learning Technologies in the College of Education at the University of Missouri-Columbia. It is physically located on the second floor of the Reflector (Room 201D) in Townsend Hall. The Reflector is a technology-rich support environment for students in the MU College of Education.

To learn more about the ZONE and the full range of support for online students enrolled in Digital Media Zone courses offered by the ZONE, please visit <http://zone.missouri.edu/>.

Directions and a map to the Zone:

[http://zone.missouri.edu/maps/zonemap\\_marker.html](http://zone.missouri.edu/maps/zonemap_marker.html)

Telephone:

573-882-1653

877-848-9663 (Toll Free)

E-mail: [zone@missouri.edu](mailto:zone@missouri.edu)

Chat (Instant Messaging)

AOL Instant Messenger (AIM): dmediazone

Yahoo: dmediazone  
MSN: zone@missouri.edu  
iChat: zoneichat

### Course Materials and Resources

The following software is required for this class:

- Text Editor: NotePad (PC); TextEdit or TextWrangler (Mac)
- Browser: Internet Explorer 4.x or above; Netscape 4.7x or above and Mozilla Firefox 1.0 or above
- File Transfer Protocol (FTP) program: SecureFX (for PC users) OR MacSFTP (for Mac users). You can download a free copy of FTP programs from the Software Distribution Center at <https://elms05.e-academy.com/missouri/> which is linked from MU's Division of IT: <http://iatservices.missouri.edu/>
- Student support and additional resources are offered through the Digital Media ZONE.

The required textbooks are available at University Bookstore, most Barnes & Noble stores, or through Amazon.com:

- *Sams Teach Yourself Web Publishing with HTML and CSS in One Hour a Day, 5th. ed. Lema, Laura. Sams Publishing. ISBN 0672328860*
- *Principles of Web Design, 4th. ed. Sklar, Joel. Thompson Course Technology. ISBN 0619216662*
- *Don't Make Me Think, 2nd. ed. Krug, Steve. New Riders Publishing. ISBN 0321344758*

### Assignments and Due Dates

The following assignments must be turned in by the given due dates for a grade. See the Course Schedule document for a listing of all readings, discussion boards, and projects to be submitted, along with the due dates.

Assignment	Percentage
I. Class Participation	
• Discussion Topic 1:	2
• Discussion Topic 2:	2
• Discussion Topic 3:	2
• Discussion Topic 4:	2
• Help for Units/ Assignments	2
II. Orientation Activities	3
III. Assignment Page: units 1 & 2	4
IV. Inline/Block Element Quiz	3
V. Mini Projects	
• Mini Project 1: units 3 & 4	6
• Mini Project 2: unit 5	6
• Mini Project 3: unit 6 & 7	6
• Mini Project 4: unit 8	4
VI. Midterm Debugging Assignment	8

VII. Final Project:	
• Design Document	10
• Evaluation Report	10
• Final Web Site	30
Total Points	100

Assignments are briefly described below in the Student Responsibilities section. **Detailed instructions and assessment criteria are located in the Assignments section of our Sakai course site.**

### Grading Scale (Percentage)

#### *Graduate Students*

NOTE: For the Final Project, graduate students will be required to complete an additional task and have a different assessment to support the expected learning outcomes of a graduate course. This information will be provided with the detailed instructions for the final project.

A: (100-90), B: (89-80), C: (79-70), F:(69-0)

#### *Undergraduate Students*

A+: (100-97), A: (96 - 93), A-: (92 - 90)  
 B+: (89 - 87). B: (86 - 83), B-: (82 - 80)  
 C+: (79 - 77). C: (76 - 73), C-: (72 - 70)  
 D+: (69 - 67). D: (66 - 63), D-: (62 - 60)  
 F : (59 - 0)

The following definitions of each grade are intended to provide a standard for judgment, not a rule that can be applied mechanically; thus, while a grade of C in an undergraduate course indicates adequate work, a grade of C in a graduate course indicates work of less than adequate quality.

- The grade of A is awarded for performance of outstanding quality.
- The grade of B is awarded for superior, but less than outstanding performance.
- The grade of C is awarded for adequate performance.
- The grade of D is awarded for performance that marginally meets minimum standards. In most, but not all, cases a grade of D in a prerequisite undergraduate course is regarded as adequate for enrollment in the next higher course, whether it be the same or a related department. The grade of D is not awarded to graduate students.
- The grade of F indicates a level of performance that is unacceptable.

### Student Responsibilities

Note: The following are brief descriptions of each assignment. **Detailed instructions and assessment criteria are located in the Assignments section of our Sakai course site.**

#### **I. Class Participation**

You will be expected to participate in discussion forums. To receive full credit for these discussions, the postings must be substantive. Responses such as "good idea," or "interesting

point", while appreciated as general feedback to your classmates, will not be considered substantive responses. Substantive responses are those that extend the discussion, elaborate on points others have made, etc.

Detailed instructions for each discussion topic will be posted as locked messages on the top of the topic discussion board. Each discussion topic is worth 1 course point. For each topic, you must make at least two substantive messages (one contribution of your own idea and one reply to another's message) to earn the point.

**Topic 1.** Validation

**Topic 2.** Good example/bad example of web sites

**Topic 3.** Strengths/weaknesses of web editor

**Topic 4.** Is Flash good?

### **Help for Units/Assignments**

In addition to the four topic-based discussions, you can also earn points by helping your fellow students with their questions regarding unit exercises.

### Guidelines

The discussion board is one of the primary communication methods for an Internet course. If the discussion board becomes ill structured and messy, it can be an ineffective tool for communication and learning. With many people posting comments, it can become difficult to follow a particular topic and to see who has contributed to a specific discussion. Thus, adhering to the following guidelines should make the use of the discussion board more efficient and effective:

1. Before creating a new thread or posting a comment in a forum, make sure that your specific topic or issue has not been posted on the board already. Hence, read the other postings and do not create new threads for the same topic.
2. When you do reply to a posting, you may want to rename the subject area so that readers will quickly know your main topic.
3. Post comments or create new threads in the most appropriate Forum for your topic.
4. Do not post "personal comments" to other classmates that do not relate to the main topic of the class discussion. Use email for these types of comments or another discussion forum.
5. The discussion board will not be used for personal complaints regarding workload or classmates. These postings will be removed from the discussion board. If you are having major problems, then you should send email to the instructor.

## **II. Orientation Activities**

You will be asked to complete orientation assignments. The purpose of orientation activities is for you to get familiar with the Digital Media Zone, online learning, and Sakai- the course management system used in this class.

## **III. Assignments Page**

The purpose of the Assignments Page is to provide a central location for linking your assignments so they are all accessible from one web page. At the beginning of the semester, you will create the basic template or structure for the web page. As the semester progresses and you complete assignments, you will make their respective links active.

You must name your assignment page "assignments.html" (without the quotes) and place links on your Assignments Page for course assignments. The ZONE mentors WILL NOT search your www/ directory for your assignment.

See a basic example of an Assignments Page:

<http://bengal.missouri.edu/~ckef7/assignments.html>

Work that is linked from the Assignments page is different than the material you will use for the final project web site. Your final project web site must contain original material that is NOT a duplicate of your Assignment Page material.

When you complete assignments related to your final project (i.e., Design Document, Evaluation Report) you should upload your work and add links to your assignments.html page.

#### **IV. Block/Inline Element Quiz**

With this quiz, you will assess your understanding of block and inline elements. This knowledge will help you write code that passes validation.

#### **V. Mini Projects**

The purpose of the units is to provide practice activities while receiving feedback. Each student will complete all readings and exercises for the units contained in the folder "Units of Instruction." A unit is comprised of one or more chapters from the textbook and/or additional material provided in the course web site. You may combine what you have done in unit exercises into a Mini Project.

You should strive to complete each unit to the best of your ability before asking for feedback. It is okay if you do not complete it exactly right on your first attempt, but you should use the feedback for correcting the errors and prepare yourself for mini projects.

For work in Units 1-5, all HTML must be written by hand with a simple text editor. Web page editors like Macromedia Dreamweaver, Netscape Composer, Adobe GoLive, Microsoft Word, etc. are NOT allowed. What's a web page editor? Anything that writes HTML for you. You are also not allowed to use any programs to clean up your html. After Unit 6's introduction to Dreamweaver, web editors are allowed for assignments.

#### **VI. Midterm Debugging Assignment**

You will be given an html file with errors in it. You will analyze the file, find the errors, and fix them based on the xhtml transitional 1.0 specifications. Also, you will put commenting in the source code to show the part you changed and the reason that you made the change. The purpose of this task is to demonstrate your understanding of creating xhtml-compliant pages. (Note: The midterm will be completed using CatchBugs, an online tool. You'll receive needed information about accessing it.)

#### **VII. Final Project**

To complete the final project, you must create a **Design Document** for your project web site and then develop and test your final web site. You will describe your testing experience in an **Evaluation Report**. Although the final project can be started and completed at any time during the semester, the web site must be **75% completed** before you can complete your evaluation

report. You will have the opportunity to make revisions based on what you learned during the evaluation process.

The **project web site** will be developed independently throughout the course. Remember that these files should not be the same work you did for the units of instruction. Although your web sites will reflect individual interests, each site should be developed with a clear purpose using recognized design fundamentals as guides. Your web site should be representative of your web development capabilities. Some students enter the course with prior web development experience and others with none. This is an introductory course, so prior experience is not expected. Because of variation in knowledge and skills, each student should set goals that are personally challenging and avoid comparisons with other students in this course.

Your final project web site should be representative of what you have learned in the course and can become an important artifact in a portfolio of your work.

### How To Succeed

Here are some tips for getting most out of this course:

- Check the Course Schedule often. Be aware of due dates and stay ahead! It will make the semester easier and more successful for you.
- Get to know your classmates and the ZONE mentors. Take advantage early of the opportunity to learn about your classmates and let them know about you. Contribute by writing about yourself and also by responding to what others write. Forming a community with your fellow students will make the course more enjoyable and will aid your learning
- Work collaboratively. How much you learn and how much enjoy this course can depend on the sense of connection you develop with your fellow students. Try to help each other; you will benefit from what everyone has to offer. Check the discussion board often - at least once a day or every other day.
- Check your understanding. Your goal is to understand the theories, principles, development, and concepts central to the course. Do not stop with reading the course materials. Always review the underlying concepts and interact with your peers to see if you need to strengthen your understanding.
- Contact a ZONE mentor when you need help. The ZONE mentors are there to help you and you should feel to contact them anytime you need help with anything related to this course. See Digital Media Zone in the Instructor Information section above.

### Course Policies

#### Reviewing Student Work

Many ZONE online courses require you to present your work electronically so other students can see it. You may also be asked to review the work of other students, as part of the instructional process of the class.

Your work may be used as an example accomplishing a technique or to give other students new ideas. Having other students peer review your work can support your own learning and lead to better outcomes for everyone in the course.

If at any time you feel uncomfortable sharing your work, or with the feedback or comments on your work by other students, contact the instructor.

To protect student privacy and prevent the inappropriate or illegal use of student work, you are not allowed to distribute links or files of your peers' work to anyone outside the course. The viewing of peer projects is only for students enrolled in the course, to assist with our learning activities. Therefore, the owner and developer of the web site will decide whether to distribute their work to people outside the course.

## Feedback

You may receive feedback on all of your work except the **Block/Inline Element Quiz, the Debugging HTML midterm, and Final Project Web Site.**

To receive feedback before an assignment is due, you must:

- Request feedback on the associated discussion board at least three days prior to the due date (not including the weekend)
- Upload your work to the bengal server
- Place the link on your assignments.html page

If you submit a request for feedback later, there may not be time to help you. Remember that you can ask questions and solicit feedback from each other on the discussion boards. We're a team...so let's all work together to learn and create the best web sites possible!

Feedback will not be given on your final project. At this point in the semester, you should have a solid understanding of the concepts required to complete the final project. If you run into problems, ask questions. We will help, but we will not step through your site to verify that you did everything correctly.

## Cheating

Using **ANY** tool other than a text editor to write your code before Unit 6 will result in an automatic 0 for that assignment. This course is designed to teach you how to write html **by hand**; using any other tool is cheating yourself. Likewise, copying and pasting someone else's html is forbidden. Students often struggle with writing html, but the more you practice, the easier it will become.

*It is also essential that you understand that it is not acceptable to copy content from other web sites. This includes using others' graphics, text, or any other media, without permission from the original author. Doing so may result in an automatic "F" for the course.*

## Late Work

The due dates are clearly posted above. It is important to note that late work will be penalized. If you have conflicts or problems, do not hesitate to contact your instructor or teaching assistant.

Assigned work is to be completed by the due dates. Without prior consent, late work may result in a grade reduction of 25% and assignments more than 3 days late may not be accepted. If you have circumstances that affect your ability to complete assignments, please contact us in advance of the due date.

**THE FINAL PROJECT WEB SITE MUST BE SUBMITTED ON TIME WITH NO EXCEPTIONS FOR LATE WORK.**

**Note:** Internet, computer, or technical problems are not valid excuses for late assignments. Make sure that you have a backup plan for accessing alternative computers for completing and submitting assignments.

Graded assignments will be reviewed and graded as soon as possible after the posted due date.

### **Incomplete**

Incompletes in this course will be given if, and only if:

- \* The completed portion of the student's work in the course is of passing quality and
- \* There is such evidence of hardship as to make it unjust to hold the student to the limits previously fixed for the completion of his/her work.

If you meet the above criteria and you wish an Incomplete in this course, you must immediately send an email to the ZONE (zone@missouri.edu). In some cases, an Incomplete will result in an automatic drop in a letter grade. Requests for Incompletes must be provided two weeks prior to the Final Project due date.

For those students who are taking an incomplete for zone courses, all the course assignments and projects must be completed and turned in for grades before the start day of the coming semester; otherwise, a letter grade F will be given for the course.

For more information on Incompletes, please visit:

[http://registrar.missouri.edu/Policies\\_Rules\\_and\\_Regulations/incomplete.htm](http://registrar.missouri.edu/Policies_Rules_and_Regulations/incomplete.htm)

### **Course Withdrawal**

Withdrawals will adhere to university policies regarding dates and grades. If a request for a withdrawal is submitted after the university due date, a student will only receive a W for a "passing" status in the course. Otherwise, an F will be reported.

For more information on Withdrawals, please visit:

[http://registrar.missouri.edu/Records\\_Transcripts\\_and\\_Degree\\_Audit/Records/Grades/withdraw.htm](http://registrar.missouri.edu/Records_Transcripts_and_Degree_Audit/Records/Grades/withdraw.htm)

### **Statement Regarding Academic Dishonesty**

Academic integrity is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards breaches of the academic integrity rules as extremely serious matters. Sanctions for such a breach may include academic sanctions from the instructor, including failing the course for any violation, to disciplinary sanctions ranging from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, collaboration, or any other form of cheating, consult the course instructor.

### **Statement Regarding ADA**

If you need accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements, please inform me immediately.

To request academic accommodations (for example, a notetaker), students must also register with the Office of Disability Services, (<http://disabilityservices.missouri.edu>), S5 Memorial Union, 882-4696. It is the campus office responsible for reviewing documentation provided by students requesting academic accommodations, and for accommodations planning in cooperation with students and instructors, as needed and consistent with course requirements. For other MU resources for students with disabilities, click on "Disability Resources" on the MU homepage.

### **Statement Regarding Intellectual Pluralism**

The University community welcomes intellectual diversity and respects student rights. Students in an online course should maintain the same standards of civil, respectful speech and behavior towards one another that are expected in the traditional academic environment of the physical classroom.