ISM 206 – Fall 2006: Web Design and Development

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Class Times: Monday & Wednesday: 2:00 PM – 3:15 PM
Class Locations: Monday: Bryan 206
       Wednesday: Bryan 221 (Lab)

Catalog Description
Students learn skills needed to design effective web pages by studying the best practices in site design and using leading-edge design and development tools and techniques.

Course Objectives
This course is designed for students interested in learning how to design, develop and maintain a web site. Students will learn such web design and development skills as defining the purpose; researching and gathering information; creating a web structure; layout design with text, hyperlinks, images and tables; organizing page content and layouts; creating dynamic pages; and adding rich media to the web site. Macromedia’s DreamWeaver 8 will be our primary site development tool used to create web sites. Additional applications such as Macromedia’s Flash and Fireworks may be utilized with time permitting. Students will refine skills by learning web design and development technologies through a series course assignments and projects focused on web project planning, layout, usability, learning different design styles, adding popup windows, forms, and cascading style sheets. As part of a final project, students are expected to design and develop a fully functional web site to add to their portfolios.

Student Learning Outcomes
Upon completion of the class, students will be able to:
1. Plan a web design project
2. Design content and presentation of web sites
3. Use design tools and strategies
4. Build web sites using Macromedia’s Dreamweaver 8
5. Craft web page designs with CSS
6. Design and develop interactive web sites
7. Use special effects in web sites

Required Readings and Materials
3. Macromedia Dreamweaver 8. Available in computer labs or on Novell Application Explorer. 30-day, Evaluation version of the software is available at: http://www.adobe.com/products/dreamweaver/ The software may also be
purchased for $199.00 at the UNCG bookstore, or Macromedia Studio 8 may be purchased for $279.00.

**Instructional Methods**

To enhance learning both elementary and advanced web design issues, techniques and concepts covered in this course, we will rely on the textbooks, class lectures, class discussions, in-class exercises, and lab exercises. Homework assignments and class projects challenge the student to apply the knowledge learned in class.

As this course incorporates both theory and practice, the course content will be delivered by mixing lectures with hands-on computing exercises. Class sessions will consist of conceptual/theoretical lecture on a selected topic related to web design and development. Many lectures will be followed by a hands-on exercise or short homework assignment. Lab sessions will consist of a short lecture primarily concerning the UNCG network and Macromedia Dreamweaver 8. Following the lecture, a hands-on, tutorial exercise is given. Once completed, the remainder of the lab session is free to work on other assignments and projects.

**Projects, Projects, and More Projects**

This course is what is called a project intensive course. It means that assignments/projects constitute a major portion of the requirements for this course. You are required to complete a number of assignments and a final project. Each assignment or project is due at the beginning of the class on the scheduled due date. Students may not skip class to work on assignments. Excuses about the network, printers, or overcrowding in the labs, etc., will not be accepted. Please do not procrastinate on the assignments. The practice of meeting commitments is a fundamental obligation with meaningful consequences in a real work setting. There are no extra credit assignments.

**Attendance Policy**

Each student is responsible for all the information and announcements that are made in class. Therefore, poor performance in this course is directly attributed to poor attendance. Students are expected to conduct themselves in a professional manner. A professional shows up for scheduled meetings prepared and on time. Any student missing the first two classes without notifying me will be administratively dropped from the course.

**Evaluation Methods**

Students will be evaluated based upon assignments, exercises, two exams, and a final project. The course grade will be calculated using the following weights:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments and Other Exercises</td>
<td>300 Points (30%)</td>
</tr>
<tr>
<td>Exams (Midterm and Final)</td>
<td>350 Points (35%)</td>
</tr>
<tr>
<td>Final Project</td>
<td>350 Points (35%)</td>
</tr>
<tr>
<td>Total</td>
<td>1000 Points (100%)</td>
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</tbody>
</table>

The final grade is then determined using the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>970 – 1000</td>
</tr>
<tr>
<td>A</td>
<td>940 – 969</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 939</td>
</tr>
<tr>
<td>B+</td>
<td>870 – 899</td>
</tr>
<tr>
<td>B</td>
<td>830 – 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 829</td>
</tr>
<tr>
<td>C+</td>
<td>770 – 799</td>
</tr>
<tr>
<td>C</td>
<td>730 – 769</td>
</tr>
<tr>
<td>C-</td>
<td>700 – 729</td>
</tr>
<tr>
<td>D+</td>
<td>670 – 699</td>
</tr>
<tr>
<td>D</td>
<td>650 – 669</td>
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<tr>
<td>F</td>
<td>650 – 0</td>
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**Assignments and Other Exercises**

During the course of the semester, students will be required to complete four assignments. Due dates for assignments are presented in the tentative course schedule and on the assignment itself. Homework will consist of hands-on exercises given in class sessions and tutorials assigned during lab sessions. Due dates for homework will be given on the day they are assigned, but typically will be at the end of the current class session or the following class session.

**Midterm and Final Exams**

We will have one mid term and one final exam. Each exam is administered in two sections. The first section of the exam is in class and closed booked, while the second section of the exam is open book, hands-on, and conducted in the computer
Attendance on the date of exams is mandatory. Under no circumstance will make-up examinations be offered unless a written verifiable legitimate excuse for the absence is presented to the instructor. Presenting the excuse prior to the date of the exam will strengthen the likelihood of a make-up exam significantly.

**Final Project**

You will work on a final web site design and development project for this course. This project is based on a real-life case that requires the students to plan, design, and develop a fully functional web site. Students will be required to present their web site design and development final project to the class at the end of the semester.

**Course Content and Perspectives**

**Relationship to Other ISOM Courses**

It is the philosophy of the ISOM department to help students develop the appropriate background and critical skills needed to function effectively in a global, technology-driven environment. Knowledge of web site design and development concepts are integral parts of achieving this goal. To succeed in this course, students must utilize the problem-solving and critical reasoning skills that they have acquired as part of their education here at UNCG. The course, in turn, provides web site design and implementation skills as well as other problem-solving skills that students can use to succeed in their future academic and professional careers.

**Oral and Written Communication Content**

Information Systems involves a dynamic environment with constant attention to changes. Active study and discussions enhance the classroom learning. Students are encouraged and expected to come to class prepared to ask questions and to answer a few. Effective written communication is stressed through the required assignments. Furthermore, exams may include an essay question component.

**Ethical Perspectives**

The importance of ethical decisions in regards to the presentation of content on the Internet will be addressed in many of the topics covered throughout the course.

**Global Perspectives**

Globalization is a primary objective of the Bryan Business School. However, the discussion of globalization is beyond the scope of this course.

**Technology Applications**

Technological advances in web design and development are addressed throughout the course.

**Demographic Diversity Perspectives**

This course will not specifically address the issue of demographic diversity.

**Political, Social, Legal, Regulatory, and Environmental Perspectives**

The political, social, legal, and regulatory issues surrounding the ownership, presentation, and use of content on the Internet will be discussed.

**Honor Code Policy and Ethical Issues**

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. Students will **not** make, borrow, or "share" copies of their lab assignments or files with other students. Plagiarism is defined as "presenting as one's own work that work which is, in whole or in part, the work of another person or persons without giving proper credit to the appropriate source." This includes submitting work done by another, as one’s own work. It is understood that what you turn in to me for grade represents your own effort. Plagiarism will be immediately punished with a grade of zero for the assignment in question. Further disciplinary action will be pursued as I deem appropriate. Helping one another is allowed, but copying is cheating. This practice is against the UNCG Honor Code and defeats the purpose of this course. No credit will be received for shared work, and other penalties may be imposed.