



Course Syllabus - Summer 2012  
LI 843XR  
Web Design and Development  
6/8-9 and 7/6-7 & Internet

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**Faculty Profile:** <http://slim.emporia.edu/index.php/melissa-messina/>  
**Online Course Login:** <https://elearning.emporia.edu>  
**Credit Hours:** 3.0  
**Note:** Course Syllabus May Change

**Important Dates for Summer 2012**

<i>5/14: First day of class</i>	<i>5/21: Last day to add/drop</i>	<i>5/28: Memorial Day (ESU closed)</i>	<i>6/27: Last day to withdraw</i>
<i>7/4: Fourth of July (ESU Closed)</i>	<i>8/3: Last day of classes</i>	<i>8/7: Final grades due by noon</i>	

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**Course Description**

Introduction to the basic principles, processes, and technologies of Website design and construction. Covers HTML programming, cascading style sheets, JavaScript, and other Web design tools. Examines the issues of Web usability, accessibility, and Web standard compliance. Students create Websites for real-world clients.

**Course Overview**

An introduction to the basic principles, processes, and technologies of standards-based Web design emphasizing the trinity of structure (XHTML), presentation (CSS), and performance (JavaScript). Students will study the fundamentals of accessibility, usability, and sustainability and apply these concepts to the creation of a personal website and to a site for a real-world client. The goal of the course is to help students become confident and resourceful Web designers and troubleshooters through a collective approach to

problem-solving and developing successful strategies and solutions.

## Course Learning Objectives

- Understanding of the basic processes, skills, and strategies for web design.
- Knowledge of web infrastructure, web standards, and their effect on the development of web resources.
- Understanding of web usability, accessibility, and sustainability.
- Knowledge of web technologies and techniques of web programming.
- Hands-on experience designing, constructing, evaluating, and maintaining websites through web design projects applying the expertise gained in class.
- Ability to troubleshoot and fix problems in design and coding.
- Fundamental knowledge needed to pursue more advanced web technology and development, either through structured or self-directed learning.
- Development of project management skills in a team-based environment.

## Prerequisites

- Successful completion of LI513 Technology Skills for Graduate Students
- SLIM technology requirements for distance learning: <http://slim.emporia.edu/index.php/prospective-students/technology-requirements/>

## Required Texts

***\*Please purchase textbooks from Amazon or another online retailer.***

- Krug, Steve. (2006). *Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition*. Berkeley, CA: New Riders Publishing.
- Lynch, Patrick & Horton, Sarah. *Web Style Guide, 3rd Edition*. Available online at <http://www.webstyleguide.com/>
- Stolley, Karl. (2011). *How To Design and Write Web Pages Today*. Santa Barbara, CA: Greenwood.

## Recommended Text

- Castro, Elizabeth. (2006). *HTML, XHTML, and CSS, Sixth Edition: Visual QuickStart Guide*. Berkeley, CA: Peachpit Press.

## Required Readings

Course readings (articles and tutorials) and lectures will be available on the Course Content page of Blackboard.

## Course Preparation

## **Y: Drive Access**

The Y: drive is your online personal storage for files. It also houses the public\_html folder used for your ESU-hosted web pages. Students must make sure they can access their Y: drive and folder before the start of the course. Instructions are available at <http://techsite.emporia.edu>. If you need assistance, please contact SLIM Tech Support at [slimhelp@emporia.edu](mailto:slimhelp@emporia.edu), contact the TCS Helpdesk, 341-5555, [helpdesk@emporia.edu](mailto:helpdesk@emporia.edu), or contact the course GA.

## **Data Loss**

Students are also responsible for making sure their computer work is safeguarded. That means keeping a backup of files on your Y: drive and a second backup on CD, ZIP, flash drives, etc. A USB flash drive ("jump drive" or "thumb drive") is highly recommended for use during the course.

## **Required Software**

Please have installed the following free software by the first week of the course. Download links will be available on Blackboard.

- **Web browsers** : IE9, Firefox, Google Chrome, and one other (Safari, Opera, etc.)
- **Text editor** : For PC, Notepad++; for Mac, TextWrangler or Bluefish
- **Image editor (one of these)** : GIMP, Paint.NET, Photoshop, or comparable

## **Course Format**

The course will be structured around four individual assignments and one group project for which students will apply knowledge and skills gained from the readings, tutorials, and lectures. The class will meet for two face-to-face weekend sessions June 8-9 and July 6-7 as well as one required online synchronous session July 25 (7:00 pm CST) when groups will present final website projects.

## **Assignments and Projects**

In general, I am looking for professional work reflecting your regard for the learning objectives of the assignment (e.g., did you follow the directions?), for me as your instructor (e.g., did you turn it in on time? put your name on it?), and for yourself as a learner (e.g. evidence of critical thought, effort, creativity).

## **Participation and engagement (20%)**

This course emphasizes the importance of learning to code and troubleshoot web pages by building a knowledge base of successful strategies and solutions in an online, collaborative learning environment. The expectation is not that students will always solve

the problem but that they will try. So, in addition to completing the assigned reading, participating in discussions, and contributing significantly to the group project, your participation grade will be based on efforts to identify and help solve problems in your classmates' design and coding.

All troubleshooting questions must be posted to the appropriate Blackboard forum to a new or established thread. When posting, please describe what approaches or solutions you have already tried, and feel free to use visual aids and collaborative tools such as Jing for screenshots.

***Assignment 1: Website Evaluation (5%)***

Referencing Krug's and Stolley's criteria, students will select and evaluate two websites - one good and one not so good. Assignment instructions available on Blackboard.

***Assignment 2: Web Technology Presentation (10%)***

Using PowerPoint, a blog, or a wiki, each student will create a 10-minute presentation on a selected web technology topic and will present the topic to the class on 6/9. Details available on Blackboard.

***Assignment 3: XHTML Page (10%)***

Students will create a one-page website written in XHTML. Assignment instructions available on Blackboard.

***Assignment 4: CSS Website (15%)***

Students will build on their XHTML page, expanding it to three pages and layering CSS over the XHTML structure. Assignment instructions available on Blackboard.

***Assignment 5: Collaborative Website (40%)***

Students will be randomly assigned to teams of two or three people to create a website or redesign an existing website. Assignment instructions available on Blackboard.

**SLIM Grading Scale\***

96 - 100 A	77 - 79 C+
90 - 95 A-	74 - 76 C
87 - 89 B+	70 - 73 D

84 - 86 B	0 - 69 F
80 - 83 B-	

*\*The SLIM Grading Scale does not apply to pass/fail courses. Instead, each pass/fail course instructor will determine the number of points that must be earned to pass the course successfully.*

### **SLIM Attendance Policy**

Students must attend all face-to-face classes.

In cases of emergency, see SLIM's [Policy and Procedures for Absence from a Class Weekend due to Illness or Personal Emergency](#) (PDF).

### **SLIM Grade Policy**

All graduate courses included in the SLIM MLS and doctoral programs' required curricula or their approved substitutions must be passed with a final grade of B- or better to receive academic credit. If a student does not receive a final grade of B- or better in any or all of SLIM's required classes, then the student will be placed on academic probation and notified by the office of the director of program administration that he or she must retake that course or those courses.

When a student has been placed on academic probation, an administrative hold will be placed on the student's record to block future enrollment. The administrative hold can only be released by the student's academic advisor or by the SLIM dean or director of program administration. Before enrollment can be done, the student is required to meet with the student's academic advisor with the goal of developing an academic improvement plan.

If a student has a semester GPA of less than 3.0 for two semesters or is on academic probation for two semesters, then the student's academic progress will be reviewed in light of the academic improvement plan by the student's program director, the SLIM dean, and the SLIM director of program administration, and a decision will be made regarding whether the student should be academically dismissed from the SLIM's graduate program. This policy goes into effect fall 2009 semester. This SLIM Grade Policy applies to all SLIM students, including those students who entered SLIM under the 42-credit-hour MLS program, the 36-credit-hour MLS program, or the SLIM doctoral program. It will also apply to all those who have passed into MLS or doctoral degree candidacy.

## SLIM Incomplete Grade Policy

**SLIM's Incomplete Grade Policy upholds the Emporia State University Incomplete Grade Policy (for full policy, go to: <http://www.emporia.edu/grad/docs/policyhandbook2.pdf>).**

SLIM's Incomplete Grade Policy further stipulates that an incomplete request will not be considered approved without an Incomplete Request Form having been submitted by the instructor and approved by the SLIM dean within two weeks after the issuance of the incomplete. If the incomplete grade is being requested for reasons of health, then documentation must be submitted to the SLIM dean's office before the final grade change is made.

If a SLIM student's request for a single incomplete grade is approved by the instructor and dean, then the student will be limited to enrolling in six credit hours in the immediately succeeding semester. If a SLIM student requests more than one incomplete grade to be issued at the conclusion of a semester, then **an administrative hold will be placed on the student's record to block future enrollment until** all incomplete grades are finished and the final grade changes have been submitted by the instructor(s), signed by the SLIM dean, and accepted by the ESU Registrar's Office.

## Faculty-Initiated Student Withdrawal Procedure

Students should be aware that your instructor follows the university's policy of faculty-initiated student withdrawal. It reads as follows: "If a student's absences from class or disruptive behavior become detrimental to the student's progress or that of other students in the class, the faculty member shall attempt to contact the student in writing about withdrawing from the class and shall seek the aid of the office of Vice President of Student Affairs to help insure contacting the Student. The Office of the Vice President of Student Affairs shall provide the student information about the existing appeals procedures. Upon receiving a written report from the faculty member, the Vice President of Student Affairs may initiate a student withdrawal from the class. None of the above implies or states that faculty members are required to initiate the student withdrawals for excessive absence. *[Policy and Procedures Manual 43.11]*

## Academic Dishonesty

At Emporia State University, academic dishonesty is a basis for disciplinary action. Academic dishonesty includes but is not limited to activities such as cheating and plagiarism (presenting as one's own the intellectual or creative accomplishments of another without giving credit to the source or sources.)

The faculty member in whose course or under whose tutelage an act of academic dishonesty occurs has the option of failing the student for the academic hours in question and may refer the case to other academic personnel for further action. Emporia State University may impose penalties for academic dishonesty up to and including expulsion

from the university.

## **Disabilities Policy**

Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential.

### **Contact information for the Office of Disability Services:**

Office of Disability Services  
211 S Morse Hall  
Emporia State University  
1200 Commercial Street / Box 23  
Emporia, KS 66801  
*Phone* : 620/341-6637  
*TTY*: 620/341-6646  
*Email*: [disabser@emporia.edu](mailto:disabser@emporia.edu)

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*fax*: (620) 341-5233  
*Content comments for the instructor*: [mmessina@emporia.edu](mailto:mmessina@emporia.edu)  
*Technical questions*: [slimhelp@emporia.edu](mailto:slimhelp@emporia.edu)