ISM 116-01: Web Design and Development
Spring 2017 Syllabus

INSTRUCTOR INFORMATION:
Instructor: Maryellen Demaret
Email: maryellen.demaret@uncg.edu
Office: Bryan 434
Office Hours: Fridays at noon or by appointment.

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 Objective:
This course is designed to teach students to design, develop, and maintain a web site. Students will learn web design and development techniques such as: defining the purpose for a web site; creating an information architecture; designing layouts with text, hyperlinks, images, tables, styling web pages and adding rich media to the web site. Students will refine their development skills by using these technologies to complete a series of course assignments and projects. Students will complete weekly assignments and two major projects: an individual project and a group project. The individual project demonstrates each student’s design and development capabilities. The group project demonstrates students’ ability to work in teams to complete a project. This skill is extremely important as a practitioner. As part of these major projects, students are expected to design and develop fully functional web sites that can be added to their professional portfolios. Where possible, students will work on real-world problems for the group project. These skills enable students to produce or transform websites according to precise specifications.

Upon completion of the class, students will be able to:
1. Plan a web design project.
2. Design the content, information architecture, and layout of web sites.
3. Use design tools and strategies to implement a design.
4. Understand the basic concepts of HTML5 and CSS and use them appropriately.
5. Enhance the visual design of a website by using good design principles.
6. Test the usability of website.

Text Book:
Web Development & Design Foundations with HTML5, 8TH Edition
Terry Felke-Morris

In Order to Take This Course, You Must Have:
- Access to a computer.
- Continuous broadband Internet access.
✓ The ability/permission to install plug-ins or software (e.g. Adobe Reader or Flash).
✓ The ability to download and save files and documents to a computer.
✓ The ability to open Microsoft files and documents (.doc, .ppt, .xls, etc.).
✓ Software capable of editing plain text-formatted files (e.g. Notepad, Textedit, NOTE: students may install free and open-source software with convenient features for editing and creating HTML and CSS files, e.g. Notepad++).
✓ Access to Canvas Class Management System: You should be familiar with Canvas and I expect you to check it daily (https://canvas.uncg.edu).
✓ Access to iSpartan email and calendar: Most individual communications outside Canvas environment will be done through email. Check your iSpartan email daily. I encourage you to email me immediately whenever you feel you need help. I will respond to the emails within 24 hours during weekdays, and within one working day on holidays and weekends.
✓ Time commitment
✓ Desire to learn
✓ Willingness to take what is presented and work with it to practice in your own way

Instructional Method:
This course will be delivered in class. Each week will consist of a combination of course lectures, required readings, assignments, quizzes, discussion board topics and projects.

Each week will correspond to a module in Canvas.

Course Deliverables:

Assignments:
Weekly assignments will be due on Sunday evening at 11:59pm unless otherwise specified.

Weekly Quizzes:
Most weeks there will be a quiz on the topic covered for the week. These quizzes will be due on Sunday evening at 11:59pm unless otherwise specified.

Individual Project
Students will submit an individual website project. The project will be submitted in two parts. Part one will be due around the midpoint of the semester and will utilize the skills you have learned from the beginning of the semester until the midpoint of the semester. The second part will be due at the end of the semester, you will utilize the skills you learned from the midpoint of the semester to the end of the semester. These skills will be added to the website project you submitted in part one of the project.

Group Project
Students will form design teams (4 or 5 people per group) to work on a group web project. This project should be based on a real life business case (e.g., for-profit, non-profit, or governmental) that requires the students to plan, design and develop a fully functional web site. Business cases may be assigned to students, although students are encouraged to suggest projects to the instructor.

Group project specifications will be published in Canvas.
**Midterm Quiz:**
A midterm quiz will be delivered through Canvas and will cover the materials from the first half of the semester.

**Final Quiz:**
A final quiz will be delivered through Canvas and will cover the materials from the second half of the semester.

The final quiz will be taken in class during your published exam time, which is May 10, 2017 at 7pm.

**Late Submissions:**
Assignments and quizzes cannot be turned in late and must be completed by their assigned date and time. Students will still be expected to know how to complete any missed assignments, since this course is progressive. You must be proficient with one skill before you move onto another.

Midterm and Final Quiz may only be made-up with a written, verifiable, legitimate excuse or prior written consent from the instructor.

Late individual and team projects and planning assignments will be docked 10% for every day late up to 40% off unless previous written arrangements have been made with the instructor.

No assignment will be accepted after the last official day of class; this does NOT include finals week.

**Tentative Course Schedule**

See the “Tentative Course Schedule” in the course documents module in Canvas.

**Performance Evaluation / Grading:**

Your grades will be based on the following allocations:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>5%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>5%</td>
</tr>
<tr>
<td>Midterm Quiz</td>
<td>15%</td>
</tr>
<tr>
<td>Individual Project Midterm and Final (2)</td>
<td>20%</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
</tr>
<tr>
<td>Final Quiz</td>
<td>15%</td>
</tr>
</tbody>
</table>
Your letter grade will be based on the following distribution:

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97-100%</td>
<td>A+</td>
<td>87-90%</td>
<td>B+</td>
<td>77-80%</td>
<td>C+</td>
<td>67-70%</td>
<td>D+</td>
</tr>
<tr>
<td>93-96%</td>
<td>A</td>
<td>83-86%</td>
<td>B</td>
<td>73-76%</td>
<td>C</td>
<td>63-66%</td>
<td>D</td>
</tr>
<tr>
<td>90-92%</td>
<td>A−</td>
<td>80-82%</td>
<td>B−</td>
<td>70-72%</td>
<td>C−</td>
<td>60-62%</td>
<td>D−</td>
</tr>
<tr>
<td>&lt; 60%</td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Statement of Students’ Rights and Responsibilities:
This syllabus is a contract between you as a student and me as the instructor in this class. Your full understanding and acceptance of the following rights and responsibilities will lead to better learning.

You have the right to expect from your instructor:
1. A clear statement of course policies, expectations, assessment and grading practices;
2. Opportunities to learn and grow professionally;
3. Knowledgeable and timely assistance regarding class assignments and course content;
4. A response to your email within 24 hours, including an arrangement to meet;
5. Adherence to the University policies;
6. Professional behavior, equitable treatment, ethical practices, and respect for human rights;
7. Adequate opportunity to appeal any perceived violations of the above rights.

You have specific responsibilities to:
1. Commit yourself to grow academically and professionally;
2. Plan your study and work schedule appropriately to allow sufficient time to do quality work in the course (Review “Suggested Academic Workload Guidelines” for the Bryan School of Business and Economics published in the UNCG Undergraduate Bulletin);
3. Complete all assignments in a professional manner;
4. Strictly adhere to the posted deadlines;
5. Practice ethical behaviors and display respect to the rights of others;
6. Timely contact your instructor and discuss circumstances that may prevent you from achieving acceptable performance;
7. Understand and follow the school and course policies, including the UNCG Academic Integrity Policy (sa.uncg.edu/dean/academic-integrity), and report observed violations of these policies.

Academic Integrity Policy

University students are expected to conduct themselves in accordance with the demands of academic honesty. A student is a subject to penalty for academic misconduct, such as plagiarism. Discussing your assignments with other students can be a valuable learning opportunity. However, you are expected to do your own original work.
All students are expected to follow the provisions of the UNCG Academic Integrity Policy (http://sa.uncg.edu/handbook/academic-integrity-policy/) in completing coursework. I assume that by submitting your work in this course you conform to the Academic Integrity Policy. Any violations will result in charges.

**Disability Services**

If you have any type of learning or physical disability, please contact the UNCG Office of Disability Services in Suite 208 EUC. The Disability office will contact me once your request is approved.

**Email Etiquette**

You are always encouraged to contact me via email with any questions or concerns that you may have. However, I ask that you comply with the following rules:

1. Send emails from your iSpartan email account not through Canvas. Because of security risks, I will not open emails from other accounts.

2. Please use appropriate etiquette when you email and I will do the same in return:
   (a) begin with a greeting;
   (b) state who you are and which class you are in;
   (c) end with an appropriate signature;
   (d) Spell-check as if you are emailing your future employer.

Example of appropriate email format:

Subject: ISM116 Question about ……

Ms. Demaret,

My name is [YOUR FULL NAME] and I am in your ISM 116 course. I have a question about …

Thanks, [YOUR NAME]