Bryan School Mission

In the Bryan School of Business & Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improving the organizations in which they work and the communities in which they live.

Course Information:

LOCATION – Bryan Building 105
TIME/DAY(s) - 2:00 pm - 3:15 pm MW
INSTRUCTOR – Karen Schnell
EMAIL - klschnel@uncg.edu
OFFICE – 435
OFFICE HOURS – MW 1:30 to 2:00 or by appointment

Course 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.

This course is designed to teach students to design, develop, and maintain a website.

- 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.

Outcomes
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 a website.

Requirements
This is a 3-credit course. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 15-18 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

MATERIALS NEEDED

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

2) In Order to Take This Course, You Must Have:
   a. Access to a computer.
   b. Continuous broadband Internet access.
   c. The ability/permission to install plugins or software (e.g. Adobe Reader or Flash).
d. The ability to download and save files and documents to a computer.
e. The ability to open Microsoft files and documents (.doc, .ppt, .xls, etc.).
f. Software capable of editing plain text-formatted files (e.g. Notepad, Textedit, i. NOTE: students may install free and open-source software with convenient features for editing and creating HTML and CSS files, e.g. Notepad++).
g. Access to Canvas Class Management System: You should be familiar with Canvas and I expect you to check it daily https://canvas.uncg.edu).
h. 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.
i. Time commitment
j. Desire to learn
k. Willingness to take what is presented and work with it to practice in your own way

Performance Evaluation / Grading:

1) **Assignments:**
   a. Weekly assignments will be due on Sunday evening at 11:59 PM unless otherwise specified.
   b. Any concerns with grading or scoring can be discussed up to 48 hours after receiving the grade. After that, the grade cannot be adjusted. You must check your grades frequently.

2) **Weekly Quizzes:**
   a. Most weeks there will be a quiz on the topic covered for the week. These quizzes will be due on Sunday evening at 11:59 PM unless otherwise specified.
   b. Any concerns with grading or scoring can be discussed up to 48 hours after receiving the grade. After that, the grade cannot be adjusted. You must check your grades frequently.

3) **Individual Project:**

Students will submit an individual website project. The project will be submitted in two parts, with ongoing lab assignments where your progress will be monitored. 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. Part one should be accompanied by a 1500 word essay stating why you chose to make that particular webpage. Also state 5 problems that you faced while making this webpage. Part two will also be
accompanied by a 1500 word essay stating how you dealt with the issues that you recognized in part one.

Any concerns with grading or scoring can be discussed up to 48 hours after receiving the grade. After that, the grade cannot be adjusted. You must check your grades frequently

4) **Midterm Quiz:**

A midterm quiz will be given and will cover the materials from the first half of the semester.

Any concerns with grading or scoring can be discussed up to 48 hours after receiving the grade. After that, the grade cannot be adjusted. You must check your grades frequently

5) **Final Quiz:**

A final quiz will be given and will cover the materials from the second half of the semester.

Any concerns with grading or scoring can be discussed up to 48 hours after receiving the grade. After that, the grade cannot be adjusted. You must check your grades frequently

6) **Late Submissions:** (Read very carefully)

- Work cannot be turned in late and must be completed by their assigned date and time.
- 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.
- Individual projects that are late will be docked 10% for every late day up to 40% off unless previous written arrangements have been made with the instructor.
- No assignment/quiz/project etc. will be accepted after the last official day of class; this does NOT include finals week.
- No incompletes or late submissions are accepted.

7) Remember - Any concerns with grading or scoring can be discussed up to 48 hours after receiving the grade. After that, the grade cannot be adjusted. You must check your grades frequently. Do not try to make adjustments to you grade at the end of the semester.

8) 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>30%</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm Quiz</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Project Midterm</td>
<td>15%</td>
</tr>
<tr>
<td>Individual Project Final</td>
<td>15%</td>
</tr>
<tr>
<td>Final Quiz</td>
<td>10%</td>
</tr>
</tbody>
</table>

9) Your letter grade will be based on the following distribution:
Class and Net Etiquette
All posts and classroom communication must be conducted in a professional and respectful manner in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words? Any derogatory or inappropriate comments regarding race, gender, age, religion, sexual orientation, are unacceptable and subject to disciplinary action. If you have concerns about something that has been said, please let your instructor know.

Class Conduct
1) Cell Phones –
   a. Must be turned off, out of sight by storing in a bag unless instructed.
   b. No pictures may be taken without an individual’s permission.
   c. It is against the law to record someone without their awareness.
   d. No pictures of class room slides or notes on the board or projector screen.

2) Must take notes
   a. In this course, you need to bring pen/pencil and paper to take notes.
   b. Notes will be allowed to be taken via a computer. But, no pictures or recordings may be done. Also, only a text editor may be on the screen. No games, IM, etc. or any other apps should be running unless instructed.
   c. If you are absent, please get notes from another colleague. I will only be giving material in class. Thus, it is important to not miss class and to have a partner.

3) Attendance Policy
   a. Roll will be taken every class period.
   b. In-class assignments, quizzes and anything for an in class grade cannot be made up. This is the reward for being in class.
   c. If there is excessive absences (greater than 3), University policy will be followed to notify the required department or individual.

4) Late to Class/Tardiness
   a. Please sit in seats closest to the door to minimize disruption.
   b. If an in class assignment is still being handed out, you may get it. If it is already handed out, you will not be able to make it up or take it.

5) Respect to Individuals and Ground Rules
   a. No talking while someone else is lecturing or presenting
   b. Come to class prepared for discussion
c. Complete all personal needs before coming to class. Walking out during class is disruptive.
d. Clean up any mess you may make.

University Policies
1) Academic Integrity
UNCG Academic Integrity statement can be found here: http://sa.uncg.edu/handbook/academic-integrity-policy/

2) Faculty and Student Guidelines
UNCG Faculty and student guidelines are be found here: http://bryan.uncg.edu/wp-content/uploads/2012/08/faculty_student_guidelines.pdf

3) Electronic Mail and Canvas Accounts
You should check your UNCG email and Canvas course link regularly as I may send email updates or add new info on Canvas on an ongoing basis. You will be responsible for any information or announcements contained in the email messages or updates on Canvas.

4) Accessibility policy
UNCG accessibility policy can be found here: https://ods.uncg.edu

5) Excused Absences for Students Representing the University
The policy can be accessed here: http://policy.uncg.edu/university-policies/accommodations_university_events/

Course Schedule

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Topic and Reading</th>
<th>Assignment Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of Aug 14</td>
<td>Chapter 1 Intro to the Internet &amp; Web</td>
<td>Introduce yourself</td>
</tr>
<tr>
<td>Week of Aug 20</td>
<td>Chapter 2 HTML Basics</td>
<td>Lab 1 Assignment</td>
</tr>
<tr>
<td>Week of Aug 27</td>
<td>Chapter 3 Configuring Color &amp; Text with CSS</td>
<td>Project: Topic Approval</td>
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<tr>
<td></td>
<td></td>
<td>Lab 2 Assignment</td>
</tr>
<tr>
<td>Week of Sep 4</td>
<td>Chapter 4 Visual Elements &amp; Graphics</td>
<td>Lab 3 Assignment</td>
</tr>
<tr>
<td>Week of Sep 10</td>
<td>Chapter 5 Web Design</td>
<td>Lab 4 Assignment</td>
</tr>
<tr>
<td>Week of Sep 17</td>
<td>Chapter 6 Page Layout with CSS</td>
<td>Project: Planning Analysis Sheet Lab 5 Assignment</td>
</tr>
<tr>
<td>Week of Sep 24</td>
<td>Chapter 7 More on Links, Lists, and Layout</td>
<td>Lab 6 Assignment</td>
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<tr>
<td>Week of Oct 1</td>
<td>Chapter 8 Tables</td>
<td>Project: Site Map</td>
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<td></td>
<td></td>
<td>Lab 7 assignment</td>
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<tr>
<td>Week of Oct 5</td>
<td>Fall Break</td>
<td></td>
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<tr>
<td>Week of Oct 15</td>
<td>Midterm Exam</td>
<td>Lab 8 Assignment</td>
</tr>
<tr>
<td>Week of Oct 22</td>
<td>Chapter 9 XHTML Forms</td>
<td>Lab 9 Assignment</td>
</tr>
<tr>
<td>Week of Oct 29</td>
<td>Chapter 10 Web Site Development</td>
<td>Project: Update 1</td>
</tr>
<tr>
<td>Week of Nov 5</td>
<td>Chapter 11 Web Multimedia &amp; Interactivity</td>
<td>Work on your project</td>
</tr>
<tr>
<td>Week of Nov 12</td>
<td>Chapter 12 E-Commerce Overview</td>
<td>Lab 10 Assignment</td>
</tr>
<tr>
<td>Week of Nov 19</td>
<td>Chapter 13 Promotion for Web Developers</td>
<td>Project: Update 2</td>
</tr>
<tr>
<td>Week of Nov 26</td>
<td>Chapter 14 Intro to JavaScript</td>
<td>Lab 11 Assignment</td>
</tr>
<tr>
<td>Week of Dec 3</td>
<td>Final Exam</td>
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</tr>
</tbody>
</table>

Lab Assignments are chosen from the End of Chapter materials in the text. The students work on a web project of their own choosing during the entire semester. Assignments relating to the phases of developing this project are due at intervals as shown in the schedule above. An explanation of the website project is in a separate document and appears under the assignments tab on Canvas.

Note anything in this schedule and syllabus are subject to change.

**Key Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 5, Friday</td>
<td>Last day to withdraw from a course without incurring a WF grade (withdraw failing)</td>
</tr>
<tr>
<td>October 5, Friday</td>
<td>Instruction ends for Fall Break, 6:00 p.m.</td>
</tr>
<tr>
<td>October 10, Wednesday</td>
<td>Classes resume after Fall Break, 8:00 a.m.</td>
</tr>
<tr>
<td>November 20, Tuesday</td>
<td>Instruction ends for Thanksgiving holiday, 10:00 p.m.</td>
</tr>
<tr>
<td>November 26, Monday</td>
<td>Classes resume, 8:00 a.m.</td>
</tr>
<tr>
<td>November 28, Wednesday</td>
<td>Last day of classes</td>
</tr>
<tr>
<td>November 29, Thursday</td>
<td>Reading Day</td>
</tr>
<tr>
<td>Nov. 30 &amp; Dec. 1, Fri. &amp; Sat.; Dec. 3–6, Mon.–Thurs.</td>
<td>Final examinations</td>
</tr>
</tbody>
</table>