ISM 116: Web Design and Development
Syllabus

Semester: Fall 2021
Course Number: ISM116 (Online)
Course Title: Web Design and Development
Credits: 3
Prerequisites: C or better in ISM110 or equivalent
Instructor Information: Dr. A. F. Salam
amsalam@uncg.edu

Course Schedule: Entire Course Schedule on Canvas Main Page (Subject to change based on class pace and at the sole discretion of the Instructor) Students will be notified of any changes ahead of time. Note: You can also find a tentative course schedule at the end of the syllabus.

Class Times and Location: Online Delivery
Online Office Hours via Zoom: Details will be provided in time on Canvas.

Welcome to Fall 2021 ISM116 Web Design and Development (Online) course. Please read this syllabus carefully.

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.

Overview

Websites provide essential information related to a person, products, and services and facilitate online transactions. This course is designed to teach students to design and develop a modern website. Students will learn web design and development techniques such as: defining the purpose for a website; creating an information architecture; designing layouts with text, hyperlinks, images, and tables; styling web pages; adding rich media to the website; creating interactive front-end web interface.

Students will refine their development skills by using these technologies to complete a series of tasks and projects. Students will complete weekly homework, bi-weekly MCQ quizzes, MCQ exams, an individual project. The project allows each student to learn and apply design and development principles related to creating useful website.
**Course Learning Objectives**

Upon completion of the class, students will be able to:

- Plan a web design project.
- Design the content, information architecture, and layout of web sites.
- Use design tools and strategies to implement a design.
- Understand the basic concepts of HTML5 and CSS and use them appropriately.
- Enhance the visual design of a website by using good design principles.

**Resource Requirement**

In order to take and attend this course, you must have:

- Access to a personal computer (preferably with Windows or Mac operating systems).
- Internet access to retrieve and use course related materials.
- The ability/permission to install plug-ins or software on student computers.
- The ability to download, save, and open course files.
- Access to Canvas Course Management System at UNCG: You should be familiar with UNCG Canvas and I expect you to check it very frequently.
- Access to iSpartan email: Most individual communications outside the Canvas environment will be done through email. Check your iSpartan email very frequently (also please pay attention to any communication you receive from the Instructor as that usually will contain important information).
- Desire to learn and experiment with web design technologies such as HTML5, CSS, and JavaScript.
- Willingness to take what is presented and work with it to practice in your own way.

**Textbook**


This TWO-BOOK set combines the titles HTML & CSS: Designing and Building Web Sites and JavaScript & jQuery: Interactive Front-End Development. Together these two books form an ideal platform for anyone who wants to master HTML and CSS before stepping up to JavaScript and jQuery.

HTML & CSS covers structure, text, links, images, tables, forms, useful options, adding style with CSS, fonts, colors, thinking in boxes, styling lists and tables, layouts, grids, and even SEO, Google analytics, FTP, and HTML5. JavaScript & jQuery offers an excellent
combined introduction to these two technologies using a clear and simple visual approach using diagrams, infographics, and photographs.

Note: Please purchase the books as a bundle (not separately) because it might be less expensive. Moreover, try to purchase the hardcover version (if possible) as the paperback version has some binding issues according to the customer reviews.

Companion Websites for Textbook

The following two websites contain the code materials covered in the textbook:

http://htmlandcssbook.com/code-samples/
http://javascriptbook.com/code/

Course Materials and Files

All the course materials and coding files will be available through UNCG Canvas Main Page. You will need to login to UNCG Canvas to access these materials.

Course Components

Student performance will be evaluated using multiple methods. The assessments and corresponding weights are as follows:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Weekly Homework</td>
<td>20%</td>
</tr>
<tr>
<td>Bi-weekly MCQ Quizzes</td>
<td>20%</td>
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<tr>
<td>Midterm MCQ Exam</td>
<td>25%</td>
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<tr>
<td>Final MCQ Exam</td>
<td>25%</td>
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<tr>
<td>Individual Project</td>
<td>10%</td>
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Grading Scheme

The following grading scale will be used to assign the final semester course grade:

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<th>Points</th>
<th>Grade</th>
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<th>Grade</th>
<th>Points</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>95 -100%</td>
<td>A</td>
<td>87 - &lt; 90%</td>
<td>B+</td>
<td>77 - &lt; 80%</td>
<td>C+</td>
<td>67 - &lt; 70%</td>
<td>D+</td>
</tr>
<tr>
<td>90 - &lt; 95%</td>
<td>A−</td>
<td>83 - &lt; 87%</td>
<td>B</td>
<td>73 - &lt; 77%</td>
<td>C</td>
<td>63 - &lt; 67%</td>
<td>D</td>
</tr>
<tr>
<td>80 - &lt; 83%</td>
<td>B−</td>
<td>70 - &lt; 73%</td>
<td>C−</td>
<td>60 - &lt; 63%</td>
<td>D−</td>
<td>Below 60%</td>
<td>F</td>
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<tr>
<td>70 - &lt; 70%</td>
<td>C</td>
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<td>60 - &lt; 60%</td>
<td>D</td>
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<tr>
<td>Below 60%</td>
<td>F</td>
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Details about Course Components

**Weekly Homework (20%)**: The Instructor will assign weekly homework tasks that will cover hands-on practice using HTML, CSS, and JavaScript. Further details and required resources will be provided with each homework task. No homework is due for Week 1 (semester start), Midterm Exam week and Final Exam Week (except for Individual Project). Details will be provided in time on Canvas.

**Bi-weekly MCQ Quizzes (20%)**: There will be six MCQ quizzes. These will be administered through Canvas. Multiple attempts will be allowed. The quizzes are good preparation for midterm and final exams. The quiz questions will test students’ understanding and knowledge regarding syntax, design and technical concepts. Details will be provided in time on Canvas.

**Midterm MCQ Exam (25%)**: A midterm MCQ exam will be held on the assigned week as per Course Schedule. The exam will cover the materials from Week 1 to Week 7 depending upon class pace. Details will be provided in time on Canvas.

**Final MCQ Exam (25%)**: A final exam will be held during the final exam week. The exam will cover the materials from Week 8 to Week 14 depending upon class pace. Details will be provided in time on Canvas.

**Individual Project (10%)**: Each individual student will need to design a static personal website using the concepts and technologies learned in the course. Details will be provided in time on Canvas.

**Important Notes:**

**Each student MUST abide by the UNCG Academic Integrity Policy.**

- The course requires continuous engagement with the content. Please contact the instructor immediately if you are facing any difficulties with the content (Email: amsalam@uncg.edu).
- Make-ups will not be allowed under regular circumstances.
Guidelines for Ethical and Professional Behavior of Students and Faculty

The administration, faculty, staff, and students of the Bryan School of Business and Economics at UNCG are committed to ethical and professional behavior in all areas of their academic and professional lives. The values, principles and expectations established in this document and the addendums encompass many aspects of professional behavior and integrity. It is not an exhaustive list, since change is part of life both inside and outside the university. It is further noted that all expectations and principles discussed in this document apply to all modes of communication or course delivery.

This set of Guidelines constitutes a statement of values, principles, and expectations; concerns and issues are still best addressed by conversations between the individual faculty member and student. If further discussions are necessary, Department Heads may be contacted by either faculty or students.

Complete guideline can be found at: https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf

Academic Integrity Policy

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. A student is subject to penalty for academic misconduct, such as illicit possession of exams or exam materials, forgery, or plagiarism. Plagiarism is the presentation of the work of another, as one’s own work. Discussing your assignments with other students can be a valuable learning resource; however, each student is expected to do their own original work. It is the student’s responsibility to prove their work is original, if challenged.

All students are required to follow the provisions of the UNCG Academic Integrity Policy (https://osrr.uncg.edu/academic-integrity/) in completing coursework. If you do not know the provisions of the Academic Integrity Policy, make time to study it. Each student is required to sign the Academic Integrity Pledge on all major work submitted for the course.

Disability Services

If you have any type of learning or physical disability, please contact the Office of Accessibility Resources & Services in Suite 215 EUC or on-line at ears@uncg.edu. You must register/petition with them first. The Office of Accessibility Resources & Services will contact us once your request is approved.