

**ISM 116: Web Design
and Development
Syllabus**

(Subject to change based on class pace and at the sole discretion of the Instructor)

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Semester:	Spring 2022
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.
Class Times and Location:	Online Delivery
Online Office Hours via Zoom:	Details will be provided in time on Canvas.

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Welcome to Spring 2022 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 and other items.
- Willingness to take what is presented and work with it to practice in your own way.

Textbook

We are going to use zyBook in this course covering HTML, CSS and Javascript and other items as needed.

ZYBOOK is an ONLINE TEXTBOOK that contains text, figures, and interactive web programming environment – all in one place.

Note: zyBook online access details are provided in the ISM 116 Canvas Course site. Please log into UNCG Canvas and then visit the ISM 116 Spring 22 ISM 116 Course site.

To learn more about ZYBOOKS please visit [ZYBOOKS.COM](https://www.zybooks.com)

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 Grading Components (subject to change based on class pace at sole discretion of the Instructor)

Note: Any changes will be communicated to the students in a timely manner.

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

NOTE: ZYBOOK BELOW REFERS TO ZOBOOK FOR WEB DEVELOPMENT on zybook.com web site which has the ONLINE ZYBOOK TEXTBOOK

Weekly Homework: PARTICIPATION ACTIVITIES (PA) NOTE: Inside ZYBOOK Details will be provided in time	10%
Weekly Assignment: CHALLENGE ACTIVITIES (CA) NOTE: Inside ZYBOOK Details will be provided in time	20%
HTML, CSS and JavaScript Coding Labs NOTE: Inside ZYBOOK Details will be provided in time	20%
Midterm Exam (Details will be provided)	25%
Final Exam (Details will be provided)	25%

Grading Scheme

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

Points	Grade	Points	Grade	Points	Grade	Points	Grade
95 -100%	A	87 - < 90%	B+	77- < 80%	C+	67- < 70%	D+
90 - < 95%	A-	83 - < 87%	B	73 - < 77%	C	63 - < 67%	D
		80 - < 83%	B-	70 - < 73%	C-	60 - < 63%	D-
						Below 60%	F

- 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 except for documented illness or documented difficulties.

Please contact the Instructor directly at amsalam@uncg.edu as soon as you are able should you face illness or difficulties that may hamper your progress in ISM 116 course

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

Important Notes:

Each student MUST abide by the UNCG Academic Integrity Policy.

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 oars@uncg.edu. You must register/petition with them first. The Office of Accessibility Resources & Services will contact us once your request is approved.

COVID-19 Statement AS PER UNCG COVID-19 CAMPUS POLICY SPRING 2022

As we return for spring 2022, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. These actions include, but are not limited to:

- [Following face-covering guidelines](#)
- Engaging in proper hand-washing hygiene
- Self-monitoring for symptoms of COVID-19
- Staying home when ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill
- Completing a [self-report](#) when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive
- Staying informed about the University's policies and announcements via the [COVID-19](#) website

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting. Students may move their chairs in class to facilitate group work, as long as instructors keep seating chart records. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings are also available for purchase in the UNCG Campus Bookstore. Students who do not follow masking requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the basic standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and other requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health services, will review requests for accommodations.

