University of North Carolina at Greensboro Bryan
School of Business and Economics
Department of Information Systems and Supply Chain Management

ISM 116-01(Face-To-Face Section) – Web Design and Development
Course Syllabus for Spring 2019

Instructor Information:

Instructor:	Dr. A. F. Salam Teaching Assistant (TA): Lakeisha Vance
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Email:	Instructor email: amsalam@uncg.edu Teaching Assistant (TA) email: ldmagwoo@uncg.edu
Class meeting times:	Bryan Building 111 M&W 2:00 pm - 3:15 pm
Office Hours:	M&W 3:15 pm - 4:30 pm Other times by appointment

TEXTBOOKS

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

978-0-13-432275-9

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.

GENERAL COURSE PERSPECTIVE

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 website; creating an information architecture; designing layouts with text, hyperlinks, images, tables, styling web pages and adding rich media to the website. Students will refine their development skills by using these technologies to complete a series of course assignments and projects. Students will complete assignments and two major projects: an individual project (included in midterm and final exams) and a group project. The individual project allows each student to learn and apply design and development principles related to web-site design and implementation. The group project allows students to work in teams to complete a web-site design and implementation project. Most modern business organizations use teams to implement and maintain web-sites. Ability to work in teams is extremely important as a practitioner. This skill is highly valued by employers specifically as it relates to web-site design and development. Web-sites are one of the critical and primary means that companies use to reach out to their customers. Web-sites provide important information related to products and services and facilitate ecommerce transactions. 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 websites.

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 or the TA immediately whenever you feel you need help. I will respond to the emails within 48 hours.
- ✓ Desire to learn and experiment with HTML5, CSS and web design technologies
- ✓ Willingness to take what is presented and work with it to practice in your own way

INSTRUCTIONAL METHODOLOGY
This course will be delivered in class. Each week will consist of a combination of course lectures, required readings, assignments, quizzes, and projects. Each week will correspond to a module in Canvas.

ATTENDANCE
Students are expected to attend all classes, to arrive on time, and to stay until dismissed. Tardiness disrupts other students and interrupts the flow of the class. When absent, it is the student's responsibility to ascertain missed information, including special announcements.

PERFORMANCE EVALUATION AND GRADING
Student performance will be evaluated based on the following allocations:

Category	Percentage
Web Presentations	10%
Assignments	30%
Midterm Exam	20%
Final Exam	20%
Individual Project	20%
Total	**100%**

The grade scale shown below will be used.

Points	Grade		Points	Grade		Points	Grade		Points	Grade
96-100	A		87-89	B+		77-79	C+		67-69	D+
90-95	A-		83-86	B		73-76	C		63-66	D
			80-82	B-		70-72	C-		60-62	D-
									Below 60	F

COURSE DELIVERABLES
All deliverables are due by 11:59 pm on the scheduled due date. **It is the responsibility of each student to be aware of specific deliverables and due dates.** It is the responsibility of the student to notify the instructor promptly (in advance if possible) of any issue that may impact the completion of any work by the scheduled completion date.

There are 5 **assignments** in total. *Make-up assignments will not be given*. There is a late submission penalty of 10% of the assignment's total points per day late.

Midterm and Final Exams include two parts. Part one is a quiz and it will be delivered through Canvas. The midterm quiz will cover the materials from the first half of the semester. The final exam quiz will cover the materials from the second half of the semester. Part two is an individual project and will be completed outside of the class period. The midterm individual project will utilize the skills you have learned from the beginning of the semester until the midpoint of the semester. The final individual project 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. It is the responsibility of the student to properly complete all information as requested. **Make-up quizzes and exams will NOT be given.** If you have a valid excuse for missing an exam (illness, death in the immediate family – no work-related excuses are accepted) contact the instructor BEFORE the exam to make special arrangements and bring an appropriate note from your physician, clergy, etc.

Students will form design teams (3 or 4 people per group) to work on a **group website 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.

ELECTRONIC MAIL AND ELECTRONIC COMMUNICATIONS
This class will utilize the Canvas system for the distribution of course materials, assignments, quizzes

and exams. Announcements will be posted on Canvas and will be sent via Canvas to student email accounts. All students should become familiar with Canvas as soon as possible. Course announcements and updates will be added regularly to Canvas so students are expected to check both Canvas and their UNCG email on a regular basis. It is the sole responsibility of each student to read and follow the instructions or information provided via Canvas Announcements.

EXPECTATIONS OF STUDENTS AND FACULTY

Students in the Bryan School must conform to all existing principles found in UNCG's Student Code of Conduct and the Academic Integrity Policy. And Faculty in the Bryan School must conform to all existing UNCG codes and policies.

ACADEMIC INTEGRITY POLICY

UNCG students are expected to conduct themselves in accordance with the highest standards of academic honesty. A student is subject to penalty for academic misconduct. 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 http://sa.uncg.edu/handbook/academic-integrity-policy/ in completing all coursework including assignments, quizzes, exams, projects, etc. 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.