



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

ISM 116: Web Design and Development Fall 2025

Instructor	Md. Tuhinur Rahman
Email	m_rahman@uncg.edu
Office hours	Online only Wednesday 4:00 pm - 5:00 pm
Class Times	Asynchronous course - no weekly class meeting time
Course Schedule	Entire Course Schedule on Canvas Main Page. 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.
Weekly Due Dates	Fridays and Saturdays at 11:59 pm

Welcome to the Fall 2025 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, and 2 projects. The projects allow each student to learn and apply design and development principles related to creating a 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 websites.
- 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.
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Textbook

Web Design with HTML, CSS, JavaScript, and jQuery Set by Jon Duckett

This two-book set combines the titles HTML & CSS: Design and Build Web Sites and JavaScript & jQuery: Interactive Front-End Development. Together, these two books form an ideal platform for anyone who wants to master interactive web design using HTML, CSS, JavaScript, and jQuery.

These are available through UNCG Library:

- Book 1: <https://uncg.on.worldcat.org/oclc/751583472>
- Book 2: <https://uncg.on.worldcat.org/oclc/896962933>

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: If you want to purchase the books, they are available through any reputable online book retailers. Purchase the books as a bundle “Web Design with HTML, CSS, JavaScript, and jQuery Set” for a competitive price.

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/>
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Course Materials and Files

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

Grading Scheme

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

Points	Grade	Points	Grade	Points	Grade	Points	Grade
93-100%	A	87-89%	B+	77-79%	C+	67-69%	D+
90-92%	A–	83-86%	B	73-76%	C	63-66%	D
		80-82%	B–	70-72%	C–	60-62%	D–
						Below 60%	F

Course Components

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

Participation and Surveys	3%
Weekly Homework	20%
Bi-weekly MCQ Quizzes	12%
Midterm MCQ Exam	10%
Final MCQ Exam	15%
Project 1	15%
Project 2	25%

Details about Course Components

Participation and Surveys (3%): The course participants are required to participate in introductions/pre-semester survey (1%), mid-semester feedback survey (1%), and end-semester official course evaluation (1%).

Weekly Homeworks (20%): The instructor will assign weekly homework tasks covering hands-on practice using HTML, CSS, and JavaScript. The homework will reinforce the learning on the different topics. Further details and required resources will be provided with each homework task.

Bi-weekly MCQ Quizzes (12%): 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 of design and technical concepts.

Midterm MCQ Exam (10%): A midterm MCQ exam will cover the materials from Week 1 to Week 8. If any technical difficulty is encountered while taking the exam, immediate communication is advisable.

Final MCQ Exam (15%): A final exam will be held during the final exam's week. The exam will cover the materials from Week 10 to Week 14. Only one attempt will be allowed. If any technical difficulty is encountered while taking the exam, immediate communication is advisable.

Project 1 (15%): The course participant needs to design a static personal website using the concepts of Week 1 to Week 7. Only HTML and CSS techniques need to be used. Further details will be available soon.

Project 2 (25%): The course has a summative final project (an interactive and modern-looking business website) covering all the concepts from Week 1 to Week 14. HTML, CSS, and JavaScript techniques need to be used.

Important Notes:

- The course requires continuous engagement with the content and also expects the students to self-guide themselves as it is an online class. Please contact the instructor immediately if you are facing any difficulties with the content.
- Make-ups will not be allowed under regular circumstances.
- Student interactions are highly encouraged while doing homework and projects. However, the quizzes must be attempted individually, and no group collaboration will be allowed. Any violation of the integrity policy will attract a failing grade.

Participation Policy (Online)

Ensuring a productive and engaging learning environment is a shared responsibility. To that end, please be aware of the following expectations related to course participation:

1. All students must engage with the course materials and ensure that assignments and other weekly deliverables are submitted promptly before the set deadlines.
2. The instructor/professor retains the authority:
 - To drop students from the course who fail to participate during the initial week.
 - To drop students who do not fulfill assignment obligations during the first two weeks of the course.
 - To either drop or assign a failing grade to students who violate the attendance guidelines.
 - To drop or assign a failing grade to students who remain inactive in the course for a consecutive period exceeding 14 days, inclusive of weekends.

Your active participation not only benefits your own learning but also contributes to a richer classroom experience for all.

Late Assignment Policy

In the interest of fairness and to maintain the rigor of this course, the following policy will be in effect for late submissions:

1. Assignments handed in the week after the specified due date will incur a 10% penalty to the grade.
 2. Submissions made over a week after the due date will face a substantial 50% grade deduction.
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I encourage timely submissions to ensure you receive the full credit for your efforts.

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/2023/11/Faculty-and-Student-Guidelines-2018-2019.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://sa.uncg.edu/division-of-student-affairs/students/academic-resources/student-policy-handbook/academic-integrity-policy/>) 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.

Gen-AI Policy

You are expected to follow the University's Academic Integrity Policy. All ideas, text, images, and other content you submit should be appropriately cited when taken, directly or indirectly, from another source. For purposes of this course, use of generative artificial intelligence (GAI) will be treated analogously to assistance from another person. Unauthorized or unacknowledged collaboration, or the presentation of another's work as your own, is a violation of the Academic Integrity Policy. If you are unsure about whether particular uses of GAI tools may be plagiarism, cheating, or another form of academic dishonesty, please reach out to me to discuss it as soon as possible. Please refer to [University's Gen AI use policy](#).

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.

Student Code of Conduct

The UNCG Student Code of Conduct are found here: <https://sa.uncg.edu/division-of-student-affairs/students/academic-resources/student-policy-handbook/student-code-of-conduct/>

Accessibility Policy

UNCG accessibility policy are found here: <https://ods.uncg.edu>

Accommodation

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) at 215 Elliott University Center, (336)334-5440, oars.uncg.edu.

Dean of Students

The Dean of Students office is the first place to go for student support: <https://ods.uncg.edu>

Health and Wellness Statement

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Course Schedule ISM 116 Fall 2025

The course's current schedule is as follows. If any change is made, a new schedule will be published.

(B1: HTML & CSS: Designing and Building Web Sites, B2: JavaScript & jQuery: Interactive Front-End Development)

Week	Date	Topic	Tool	Chapter	HW Due	Quiz Due	Exam/Project Due	
1	8/19/2025	Web Design Basics and Development Process		B2 - Ch 1c B1 - Ch 1, 18				
2	8/25/2025	Text, List, & Links	HTML	B1 - Ch 2, 3, 4	HW1 8/29/2025 Fri	Quiz 1 8/30/2025 Sat		
3	9/8/2025	Image, Video, Audio, & Tables	HTML	B1 - Ch 5, 6, 9	HW2 9/12/2025 Fri			
4	9/15/2025	Forms & Extra Markup	HTML	B1 - Ch 7, 8		Quiz 2 9/20/2025 Sat		
5	9/22/2025	Intro to CSS, Color	CSS	B1 - Ch 10, 11	HW3 9/26/2025 Fri			
6	9/29/2025	Text, & Boxes	CSS	B1 - Ch 12, 13				
7	10/6/2025	List, Tables, Forms, & Images	CSS	B1 - Ch 14, 16			Midterm Exam Window 10/6 - 10/7, Mon to Tue	
8	10/13/2025	Fall Break						
9	10/20/2025	Layout & HTML5 Layout	CSS	B1 - Ch 15		Quiz 3 10/25/2025 Sat		
10	10/27/2025	Layout & HTML5 Layout	CSS	B1 - Ch 17			Project 1 10/31/2025	
11	11/3/2025	Intro to Web Programming & JavaScript Basics	JavaScript	B2 – Ch 1, 2	HW4 11/7/2025 Fri	Quiz 4 11/8/2025 Sat		
12	11/10/2025	Functions, Methods, & Objects	JavaScript	B2 - Ch 3				

13	11/17/2025	Decisions & Loops	JavaScript	B2 - Ch 4	HW5 11/21/2025 Fri	Quiz 5 11/22/2025 Sat		
14	11/24/2025	Document Object Model	JavaScript	B2 - Ch 5				
15	12/1/2025	Events	JavaScript	B2 - Ch 6			Project 2 12/2/2025	
16	12/3/2025	Class ends						
17	12/5/2025	Final Exam Week					Final Exams Window Dec 5 & 6, Fri.& Sat., Dec 8-11, Mon.-Thurs.	