Course Syllabus
LI 843XI

Web Design and Development
Summer Semester 2014

Faculty: Melissa Messina
E-mail: mmessina@emporia.edu
Primary Phone: (816) 785-3013
Online Course Login: canvas.emporia.edu
Credit Hours: 3
Meetings: Online

Important Dates for Summer 2014

5/19 First Day of Class 5/26 Memorial Day (ESU closed) 5/27 Last Day to Add/Drop
7/2 Last Day to Withdraw 7/4 Independence Day (ESU closed) 8/2 Last Day of Classes
8/12 Final Grades Due

Program Goal
The goal of the SLIM Master of Library Science program is to prepare creative problem solvers who will provide proactive client-centered services in information agencies.
Catalog Description

Introduction to the basic principles, processes, and technologies of Website design and construction. Covers HTML programming, cascading style sheets, JavaScript, and other Web design tools. Examines the issues of Web usability, accessibility, and Web standard compliance. Students create Websites for real-world clients. *(Approved 2/16/2009)*

Course Learning Outcomes

<table>
<thead>
<tr>
<th>By the end of the course, students will have acquired:</th>
<th>Related Class Assignment(s)</th>
<th>MLS Program Outcomes</th>
<th>ALA Core Competence(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. An understanding of the basic processes, skills, and strategies for web design.</td>
<td>1, 2, 3, 4</td>
<td>3, 4</td>
<td>3, 4, 7</td>
</tr>
<tr>
<td>2. Experience designing, constructing, evaluating, and maintaining websites.</td>
<td>1, 2, 3, 4</td>
<td>3, 4</td>
<td>3, 4, 7</td>
</tr>
<tr>
<td>3. Fundamental knowledge needed to pursue more advanced web technology and development, either through structured or self-directed learning.</td>
<td>1, 2, 3, 4</td>
<td>3, 4, 7</td>
<td>3, 4, 7</td>
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<tr>
<td>4. Project management skills in a team-based environment.</td>
<td>4</td>
<td>7, 8 PV1, PV2</td>
<td>7, 8</td>
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</tbody>
</table>

Course Overview

This course provides a basic introduction to standards-based, responsive web design through the trinity of structure (HTML), presentation (CSS), and performance (JavaScript). Students will study the fundamentals of web accessibility, usability, and sustainability and apply these concepts to the creation of a personal website and to a site for a real-world client. The goal of the course is to help students become confident and resourceful web designers and independent learners through a collective approach to successful web development and troubleshooting strategies.

Instructor Contact Information

My contact information is provided in the syllabus header. For topical questions, please post to the appropriate discussion forum so your classmates can benefit from your curiosity. For personal issues or to schedule a meeting time, email is best and I will respond as soon as possible. Phone calls (no texts, please) and weekend messages will be returned during business hours (M-F, 9am-4pm).
Required Readings


Other required articles, videos, and tutorials will be available on Canvas.

Recommended Readings


Learning Activities

**Course Format**

The course is structured around three individual assignments and one group project for which students will apply knowledge and skills gained from the readings, tutorials, and lectures.

**Course Preparation**

**SkyFiles Y Drive Access**

The Y drive is your personal ESU online storage for files. It also houses the “public_html” folder where you will upload and publish your web pages. *Make sure you can access your Y drive and public_folder before the start of the course.*

Instructions on how to connect to the network drive are available at [https://sky2.emporia.edu/files/_layouts/15/start.aspx#/SitePages/Home.aspx](https://sky2.emporia.edu/files/_layouts/15/start.aspx#/SitePages/Home.aspx)

If you need assistance, contact SLIM Tech Support at slimhelp@emporia.edu or contact the IT Helpdesk at 341-5555/helpdesk@emporia.edu.

**Data Backup**

Students are also responsible for making sure their computer work is safeguarded. That means keeping a backup of files on your Y: drive and a second backup on a flash drive or in cloud storage.
**Required Software**

Please have installed the following free software by the first week of the course:

- Standard web browsers: Internet Explorer (PC), Firefox, Chrome, Safari (Mac), Opera, etc.
- Source code editor: For PC, Notepad++; for Mac, TextWrangler
- Image editor (just one of these): GIMP, Paint.NET

**Assignments**

Assignments must be completed on time. I typically do not accept late assignments unless you have contacted me before the due date. Please be sure to start early and leave enough time to review the instructions and ask questions on the forum.

As indicated in the syllabus header, this is a 3-hour graduate level course. The compressed schedule of summer term means that you will need to plan for approximately 15 hours each week to complete the readings, videos, lectures, and coding tutorials.

**Participation and engagement (20%)**

In support of developing skills as an independent learner, this course emphasizes learning to code and troubleshoot web pages by building a knowledge base of successful strategies and solutions in a collaborative learning environment. The expectation is not that students will always solve the problem but that they will try.

In addition to completing the assigned reading, participating in discussions, and contributing significantly to the group project, your participation grade will be based on efforts to identify and help solve problems in your classmates’ design and coding. Weekly posts to the discussion board are required, even if it’s just a quick comment or question.

All troubleshooting questions should be posted to a new or established thread on the appropriate Canvas forum. When posting, please describe what approaches or solutions you have already tried and use screenshots to illustrate the problem.

**Assignment 1: Website Evaluation (10%)**

Students will select and evaluate a website using criteria from course readings. Instructions available on Canvas.

**Assignment 2: Three-Page HTML Website (15%)**

Students will hand-code a three-page website written in standards-based HTML5. Instructions available on Canvas.

**Assignment 3: Three-Page CSS Website (15%)**

Students will build on their HTML website by layering CSS over the HTML structure. Instructions available on Canvas.
Assignment 4: Collaborative Website (40%)

Students will be randomly assigned to teams of three or four people to create a website or redesign an existing website for a real-world client. Instructions available on Canvas.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1: Website Evaluation</td>
<td>6/1</td>
<td>10</td>
</tr>
<tr>
<td>A2: HTML Website</td>
<td>6/15</td>
<td>15</td>
</tr>
<tr>
<td>A3: CSS Website</td>
<td>6/29</td>
<td>15</td>
</tr>
<tr>
<td>A4: Collaborative Website</td>
<td>7/6 through 8/2</td>
<td>40</td>
</tr>
<tr>
<td>Participation</td>
<td>Throughout</td>
<td>20</td>
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Tentative Course Outline

<table>
<thead>
<tr>
<th>Session</th>
<th>Topics</th>
<th>Readings</th>
<th>Activities and Due Dates</th>
</tr>
</thead>
</table>
| Module 1: 5/19-6/1 | Getting started          | See Canvas for complete list of course readings, videos, lectures, and tutorials. | 5/25 – Introduction post  
6/1 – Web standards post  
6/1 – A1: Website Evaluation and posts |
| Module 2: 6/2-6/15      | HTML for structure      | 6/8 – HTML post  
6/15 – A2: HTML website and posts | |
6/29 – A3: CSS website and posts | |
| Module 4: 6/30-7/13     | Web project management   | 7/6 – Web team model post  
7/6 – A4.1: Concept and strategy post  
7/6 – A4.2: Group activity post  
7/13 – A4.3: Website proposal | |
| Module 5: 7/14-7/27     | Web content & publishing| 7/20 – Team progress post  
7/27 – Team progress post  
7/27 – Usability feedback | |
| Module 6: 7/28-8/2      | Javascript for behaviors | 8/2 – A4.5: Final website, report, team evaluations | |
Grading Criteria

Detailed instructions are provided for each assignment but in general, students earn points for an assignment based on the following considerations:

**Intellectual quality of the assignment.** Factors include graduate-level composition quality showing maturity, clarity, and good organization; support of arguments and discussion with adequate examples; support of arguments and discussion with the work of other scholars.

**Meeting both the goals and the tasks of the assignment.** Compliance with assignment instructions for content, format, and submission.

**Mechanical quality.** The use of good English rhetoric, compliance with APA reference and style formats if required, and proper attention to the mechanics of sentence structure, punctuation, and spelling.

**Attribution.** Use of another's work as your own results in zero points and possibly other consequences. Work of others must always be given proper credit. Often there is a fine line between copying, paraphrasing, borrowing ideas, and using common knowledge. The first three require citations, but the last does not.

**Timeliness.** Late assignments are not accepted unless an extension is obtained before the due date.

**Participation.** Weekly posts to the discussion board are required. Your contributions will be assessed for quality as well as quantity.

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<thead>
<tr>
<th>SLIM Grading Scale</th>
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<tbody>
<tr>
<td>96 - 100 A</td>
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<tr>
<td>90 - 95 A-</td>
</tr>
<tr>
<td>87 - 89 B+</td>
</tr>
<tr>
<td>84 - 86 B</td>
</tr>
<tr>
<td>80 - 83 B-</td>
</tr>
</tbody>
</table>
SLIM Grade Policy

All graduate courses required in the university-approved curricula of SLIM’s master’s programs, certificate programs, academic concentrations, and doctoral program—or their approved substitutions—must be passed with a final grade of B- or better to receive academic credit. If a student does not receive a final grade of B- or better in any or all of SLIM’s required classes, then the student will be given an academic warning and the student will be notified by SLIM administration that he or she must retake that course or those courses.

When a student has been given an academic warning, an administrative hold will be placed on the student’s record to block future enrollment. Before enrollment can be done, the student is required to meet with his or her academic advisor with the goal of developing an academic improvement plan. The administrative hold can only be released by the student’s academic advisor or by the SLIM dean. The administrative hold will be released once the student completes his or her next semester course(s) with a B- or above.

If a student has a semester GPA of less than 3.0 for two semesters or has been given an academic warning for two semesters, then the student’s academic progress will be reviewed in light of the academic improvement plan by the student’s program director and the SLIM dean. A decision will be made as to whether the student should be academically dismissed from the SLIM graduate program.

This SLIM Grade Policy applies to all students in SLIM’s master’s degree programs, certificate programs, the doctoral program, and academic concentrations. It also applies to all those who have passed into MLS or doctoral degree candidacy.

SLIM Incomplete Grade Policy

SLIM’s Incomplete Grade Policy upholds the Emporia State University Incomplete Grade Policy (for full policy, go to: http://www.emporia.edu/regist/trnsept/grades.html).

SLIM’s Incomplete Grade Policy further stipulates that an incomplete request will not be considered approved without an Incomplete Request Form having been submitted by the instructor and approved by the SLIM dean within two weeks after the issuance of the incomplete. If the incomplete grade is being requested for reasons of health, then documentation must be submitted to the SLIM dean’s office before the final grade change is made.

If a SLIM student’s request for a single incomplete grade is approved by the instructor and dean, then the student will be limited to enrolling in six credit hours in the immediately succeeding semester. If a SLIM student requests more than one incomplete grade to be issued at the conclusion of a semester, then an administrative hold will be placed on the student’s record to block future enrollment until all incomplete grades are finished and the final grade changes have been submitted by the instructor(s), signed by the SLIM dean, and accepted by the ESU Registrar’s Office.
SLIM Netiquette Policy

This course will involve the exchange of ideas, questions, and comments in an online and/or blended learning community. In all of your class communications, please use the same tact and respect that you would if you were talking to classmates face to face. Remember that in online communication the visual and auditory aspects are missing, so be especially careful to ensure your emails and discussion postings accurately convey your meaning and are not open to misconstruction. Humor is especially difficult to convey in this environment, so take extra care with your writing. Please maintain your professionalism and courtesy at all times when interacting with others in the class.

Course Evaluations

SLIM uses the IDEA evaluation instrument to gather feedback from students on the effectiveness of each course. The data gathered is shared with instructors in aggregated form, and is used for both course and teaching improvement. Evaluation surveys are made available to students toward the end of each semester, and periodic email reminders are sent to encourage participation. The surveys are administered by The IDEA Center and student responses are anonymous (unless students share any identifying information in their comments). Instructors do not have access to individual student surveys at any time, and only receive aggregated data at least two weeks after final grades are submitted.

Faculty-initiated Student Withdrawal Procedure

SLIM instructors follow the university’s policy of faculty-initiated student withdrawal which states:

If a student's absences from class, disruptive behavior, lack of prerequisites, or academic dishonesty become detrimental to the student's progress or that of other students in the class, the faculty member may advise the student to withdraw from the class. Withdrawal may also be advised if the student is inappropriately enrolled in the class. If the faculty member chooses to withdraw the student, he/she shall attempt to notify the student in writing that a faculty initiated withdrawal is in progress. This notification will be copied to the department chair and Academic Affairs office to serve as the request for withdrawal. If efforts to contact the student have been unsuccessful, or unacknowledged, the faculty member shall then seek the aid of the Academic Affairs office in contacting the student. The Academic Affairs office shall provide the student with information about the existing appeals procedures. Upon receiving a written request for withdrawal from the faculty member, the Academic Affairs office may initiate a student withdrawal from the class. None of the above implies or states that faculty members are required to initiate any student withdrawal. [Policy and Procedures Manual 4E.13]
Academic Dishonesty

At Emporia State University, academic dishonesty is a basis for disciplinary action. Academic dishonesty includes but is not limited to activities such as cheating and plagiarism (presenting as one's own the intellectual or creative accomplishments of another without giving credit to the source or sources.)

The faculty member in whose course or under whose tutelage an act of academic dishonesty occurs has the option of failing the student for the academic hours in question and may refer the case to other academic personnel for further action. Emporia State University may impose penalties for academic dishonesty up to and including expulsion from the university.

Disabilities Policy

Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential.

Contact information for the Office of Disability Services:

Office of Disability Services
106 Plumb Hall
Emporia State University
1200 Commercial Street / Box 4023
Emporia, KS 66801
Phone: 620/341-6637
TTY: 620/341-6646
Email: disabser@emporia.edu