

The University of Western Ontario  
London, Canada  
Department of Computer Science

**COMPUTER SCIENCE 2033**  
**-- Introduction to Multimedia and Communications --**

**January 2016**

**COURSE OUTLINE**

**COURSE DESCRIPTION**

This course continues the exploration of popular media and Internet technologies. Topics include making websites using CSS, box models, Templates and Library items; learning to create forms and process forms, and manipulate the data; digital marketing using blogging and RSS Feeds; e-commerce concepts and Paypal integration into websites; search engine optimization (Google Analytics); social integration; and exploring website creation techniques for mobiles. Students will practice concepts using industry standard tools and software.

This course has a theoretical and a practical component. Popular media and Internet technologies will be studied at a theoretical level, and students will have the opportunity to practice their skills by learning to use these technologies and incorporate them into websites.

**PREREQUISITES**

The student must be familiar with the PC platform (any Windows operating system) and with the basic skills of computer use and file management. All software applications are for the PC platform. We cannot guarantee that there is a Mac version in which case you will need to work from the designated labs to complete assignments.

**Antirequisite(s):**

**Prerequisite(s):** [Computer Science 1033A/B](#).

**Corequisite(s):**

**Pre-or Corequisite(s):**

**Extra Information: Lecture:** 2 hours/week, **Lab:** 2 hours/week (lab is mandatory)

**INSTRUCTOR:**

Section	Lecturer	Lectures
001	Vivi Tryphonopoulos Office: MC 366 Email: <a href="mailto:vtryphon@uwo.ca">vtryphon@uwo.ca</a> Office Hours: Email for an appt	Mondays Talbot College TC- 141 9:30am - 11:30am

## TEXTBOOK and LECTURE NOTES

No textbook will be used, but rather lecture notes and handbooks can be downloaded from the CS2033 course web site. (See next section “[Course Web Info](#)” for more details) . The following software will be available in the labs in Middlesex College and North Campus building but could be purchased **if** the student prefers not to work on campus: Dreamweaver, Photoshop. The suggested versions of the software will be announced in class.

## COURSE INFORMATION ON OWL

The CS2033 Course content can be accessed from OWL found at <http://owl.uwo.ca> **You are responsible for reading this information frequently.** These sites contain: *You are responsible for reading this information frequently.*

- Announcements
- Lecture notes on a weekly basis
- Lab exercises
- Assignments
- Consulting and Lab Schedules
- Other class information will be posted at this site.

## LECTURE TOPICS (tentative)

- 1 Intro to Images: Advanced image concepts and Photoshop techniques (theory behind it)
- 2 Digital Marketing
  - Blogs – Purpose, Understanding how to use them effectively, features, and capabilities
  - RSS Feeds, Captchas
- 3 Advanced Web Development
  - Cascading Style Sheets
  - Box Model concept for building websites using CSS
  - Templates, Library Items
  - HTML 5 vs HTML 4
- 4 Web Forms:
  - Building forms with Dreamweaver
  - How to process results
- 5 Search Engine Optimization- Advanced:
  - Google Analytics
  - Pay per clicks
  - Other features to consider
- 6 Online shopping:
  - E-commerce concepts
  - Pay per click concepts
  - Advertisements on websites
- 7 Designing for handheld devices
  - Understanding web design for handheld devices
  - Concepts when Designing mobile apps
- 8 The Social Web:
  - Feeds (RSS, Twitter, etc.)

**LECTURES:** 2 hours per week

Copies of lecture notes will be available on the course web site well before each lecture, so that you can bring them to class and fill them in as the lecture progresses. You are advised that these are copies of the instructor's overheads and are intended to aid in note-taking during lectures; **they are not complete course notes and are not a substitute for attending lectures!** The scheduled lectures for the course use presentation software and appropriate applications software to present the course content.

**LABS:** 2 hours per week **Attendance at Labs is mandatory**

The purpose of the Labs is to learn how to use the software applications for advanced website development, advanced image manipulation techniques through exercises. The Teaching Assistants (TA's) will present course material which is relevant to the assignments, help students understand assignment specifications, and answer questions related to the assignments. Marked assignments will be returned via the CS2033 area inside Western's Owl site.

Lab Date (Week of)	Lab Topics (tentative order)
Lab #1 Jan 11	Topics to Be covered:  <b>IMPORTANT:</b> <b>Bring to this lab your GAUL username and password.</b> Prior to your first lab, an e-mail sent to your UWO e-mail accounts and it will have your username and password that you need to use the machines in the labs, this will be a <i>different</i> password than your UWO ITS one. <b>PLEASE DO NOT DELETE THIS EMAIL!</b>
Lab #2 Jan 18	Working with Graphics (Part 1 – Advanced Photoshop techniques )
Lab #3 Jan 25	Working with Graphics (Part 2 – Advanced Photoshop techniques)
Lab #4 Feb 1	Building Forms and processing data (use Dreamweaver)
Lab#5 Feb 8	CSS Box Models (Dreamweaver) Box Layouts
Lab#6 Feb 22	Web site Development (Part 1- Dreamweaver) Cascading Styles Sheets
Lab #7 Feb 29	Web site Development (Part 2- Dreamweaver) Creating dropdown menus, Library items, Templates
Lab #8 Mar 7	Topic to be decided ( tentative)
Lab #9 Mar 14	Blogging with WordPress
Lab #10 Mar 21	Creating special effects with Dreamweaver (ie. Fadein/fadeout image manipulation for banners) Working with Paypal and E-commerce in a website

**TA CONSULTING HOURS:** Will be announced on the OWL Sakai.

## COMPUTING FACILITIES

Each student will be given an account on the Computer Science Department undergraduate computing facility, GAUL . In accepting the GAUL account, a student agrees to abide by the department's [\*Rules of Ethical Conduct\*](#) .

An introductory session to the GAUL environment will be provided during your first lab. Information about the GAUL network and logging into the machines in the Middlesex College labs will be provided by the CS2033 TA.

## EMAIL CONTACT

We will occasionally need to send email messages to the whole class or to students individually. Email will be sent to the UWO email address assigned to students by Information Technology Services (ITS). **It is each student's responsibility to read this email on a frequent and regular basis, or have it forwarded to an alternative email address if preferred.** See the ITS web site for directions on forwarding email. You are responsible for checking your email at least every 72 hours as this will be instructors main method of communicating with the students outside of lectures.

However, you should note that email at ITS (your UWO account) and other email providers such as hotmail.com or yahoo.com may have quotas or limits on the amount of space they can use. If you let your email accumulate there, your mailbox may fill up and you may lose important email from your instructors. Losing email that you have forwarded to an alternative email address is not an excuse for not knowing about the information that was sent.

You are encouraged to contact the course instructor via email, with *brief, email appropriate* questions regarding lecture material or clarification of assignments. However, please check the course web site for answers to frequently asked questions, or to see if the information is already there, before emailing the instructor.

**Note:** You must send email from your UWO account, and start the subject line with **CS2033** followed by whatever else you want to put in the subject line. Other email will be filtered out. Please send email in plain text format.

## STUDENT EVALUATION

<b>Labs : (10 labs - TOTAL OF 10% )</b>			<b>10%</b>											
<ul style="list-style-type: none"><li>○ 10 labs in total: 1 per week</li><li>○ Best 9 lab marks will go towards the 10% , lab `1-9 worth 1% , lab 10 worth 2%</li><li>○ <b>YOU MUST ATTEND THE LAB YOU ARE REGISTERED FOR TO GET THE GRADE</b> You will not receive marks for attending a different lab in the same week.</li><li>○ The first lab does not start until the week of Jan. 11, 2016.</li></ul>														
<b>Assignments:</b>														
<ul style="list-style-type: none"><li>○ Assignment schedule is subject to change</li><li>○ Note that each assignment instructions will be posted at least two weeks in advance of the due date. The assignment instructions will be posted on theCS2033 web site.</li></ul>														
<table><tr><th>Due</th><th>Assignments</th><th>%</th></tr><tr><td><b>Friday, February 5, 2016</b> by 5:00pm</td><td>Assignment 1 - Photoshop</td><td>10%</td></tr><tr><td><b>Friday, March 4, 2016</b> by 5:00pm</td><td>Assignment 2 – Forms &amp; blogs</td><td>15%</td></tr><tr><td><b>Friday, April 1, 2016</b> by 5:00pm</td><td>Assignment 3 – DW Templates, Libraries, Photogallery (fadein-fadeout, Blog, RSS feed .. and more...</td><td>25%</td></tr></table>				Due	Assignments	%	<b>Friday, February 5, 2016</b> by 5:00pm	Assignment 1 - Photoshop	10%	<b>Friday, March 4, 2016</b> by 5:00pm	Assignment 2 – Forms & blogs	15%	<b>Friday, April 1, 2016</b> by 5:00pm	Assignment 3 – DW Templates, Libraries, Photogallery (fadein-fadeout, Blog, RSS feed .. and more...
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<b>A 2-hour final exam - TENTATIVE Date: TBA</b>			<b>50%</b>											
			<b>40%</b>											

If for any reason the assignment schedule given above cannot be adhered to, the assignment marks will be pro-rated. (The 3 assignments are worth 50 % of the overall mark for the course. If an assignment has to be cancelled for any reason, the remaining assignment weights will be prorated to add up to 30%. ) **NOTE: To be eligible to pass the course, a student must obtain a weighted average of at least 45% on the Assignment 3 and final exam and the weighted average of the assignment marks must be at least 45 %.**

Note that *weighted average* = (total of weighted marks / sum of weights) and *weighted mark* = (weight \* mark) For example, if you received 60% on the final exam (weighted at 40 % of your final mark) and 80% on .assignment3 (weighted at 25% of your final mark), your weighted average would be  $((60 \cdot .4) + (80 \cdot .25)) / (0.4 + 0.25) = (24 + 20) / 0.65 = 42 / 0.65 = 65\%$  WHICH IS ABOVE THE REQUIRED 45% TO PASS.

NOTE though, if you did not hand in the assignment 3 project and received 50% on the final exam, your weighted mark would be 31%  $((50 \cdot 0.4) + (0 \cdot 0.25)) / (0.4 + 0.25) = (20 + 0) / 0.65 = 42 / 0.65 = 31\%$  and **you would NOT pass the course**, even if your overall grade for your labs, assignments and final exam was greater than 50%.

## EXAM

- The final exam will be 2 hours in length
- The date, time and location of the final exam will be announced by the Registrar's Office.
- Students requesting a deferred final exam must supply their Dean's Office with written documentation. Your lecturer **CANNOT** grant a request for a deferred final exam. Only a student's Dean can approve a request for a deferred final exam
- Exam is closed book/lecture notes
- For computer-marked multiple-choice exams, use may be made of software to check for unusual coincidences in answer patterns that may indicate cheating.

**Note: There are two restrictions tied to the final exam grade:**

Restriction 1: Calculation of the Weighted Average = (total of weighted marks / sum of weights) and weighted mark = (weight \* mark) For example, if you received 60% on the final exam (weighted at 40% of your final mark) and 80% on the major assignment (weighted at 20% of your final mark), your weighted average would be  $((60 \cdot 0.4) + (80 \cdot 0.2)) / (0.4 + 0.2) = (24 + 16) / 0.6 = 40 / 0.6 = 66\%$  WHICH IS ABOVE THE REQUIRED 45% TO PASS. Notice that if you did not hand in the major project and received 50% on the final exam, your weighted mark would be 33% and you would NOT pass the course, even if your overall grade for your labs, all your assignment marks and your final exam was greater than 50%.

Restriction 2: **To be eligible to receive a grade of C or higher (60 or more), your mark on the final exam must be at least 45%.** Otherwise, the maximum overall mark you can receive is 58%

## ASSIGNMENTS

### Submission of Assignments

- The procedures to be followed for programming assignment ELECTRONIC submission are posted on the course web site.

### Late Policy for Assignments

- A late assignment will have a penalty of 15% of the maximum mark for the assignment deducted for each day (3pm.) that the assignment is late. (Saturday/Sunday count as one day for the purpose of assessing the late penalty.)

- An assignment that is more than *three* days late will not be accepted.
- ***No extensions will be given*** for assignments. However, in the event of serious medical or compassionate grounds, a student should take supporting documentation to the office of the Dean of their faculty, who will contact the instructor. Workload, exams, minor illnesses, and home computer problems are ***NOT*** valid excuses for being unable to complete an assignment within the allotted time. The lecturer will only accept notices from a student's Dean's Office if student has a valid reason for handing in an assignment late. **THE STUDENT MUST NOT GO TO THE LECTURER** with his/her documentation, but instead he/she must see the Dean's Office and the Dean's Office will notify the lecturer. Upon notification from the Dean's Office, the lecturer will move the weight of the assignment/lab onto the exam or the major assignment.

## ASSIGNMENT BACKUPS

It is your responsibility to keep up-to-date backups of assignment disk files in case of system crashes or inadvertently erased files. Keep disk copies of all material handed in, as well as the actual graded assignment, to guard against the possibility of lost assignments or errors in recording marks.

## ASSIGNMENT MARKING

- Assignments will be marked by the TA's, usually within 1 week of the last possible date to hand in the assignment. Marks and comments will be returned to students via Webct. You are responsible for checking your assignment mark in Webct. **YOU HAVE TWO WEEKS TO CHECK YOUR GRADE AFTER IT HAS BEEN POSTED ON WEBCT.** Any requests for mark adjustments after those two weeks will not be granted and the mark will be considered final.
- You should direct any questions about the marking of the assignment to your lecturer. **NOTE: if you request a remark because you disagree with one portion of the mark, the lecturer will remark the ENTIRE assignment and you may end up with a lower mark that you were given by the TA. initially.** If this occurs, the mark given by the lecturer will stand and you will have no recourse to go back to the original mark.
- A small portion of the mark may be subjective, for example: creativity. This part of the mark is at the discretion of the marker and will not be adjusted after the mark is given..

## WARNING --> PLEASE READ

- **Every effort will be made to return the grade for your assignment to you within one week of the last possible day to hand in the assignment. The grade and the marking sheet will be returned to you via webct. You have TWO weeks from when you received the grade to ask for a remark. NO REMARKS WILL BE GIVEN AFTER THOSE TWO WEEKS ARE OVER. It is YOUR responsibility to check the grade sheet returned to you via webct with your assignment and to check a mark was given for the assignment and to email your instructor if there is a problem with the mark.**

## IMPORTANT LEGALITIES

It is Faculty of Science policy that a student who chooses to write a test or exam deems themselves fit enough to do so, and the student must accept the mark obtained. Claims of medical, physical, or emotional distress after the fact will not be considered. There is no opportunity for a reweight of the other course components after the test or exam has been written.

It is university policy that a regularly scheduled class (lecture, lab, or tutorial) takes precedence over tests and exams. Therefore, if another course schedules a test or exam that takes place during your lab or tutorial, the instructor for that course must accommodate you. No electronic devices (phones, iPods, etc.) may be in your possession during tests and exams, even for timekeeping purposes.

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at this website: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

Computer-marked, multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

## TUTORING

The role of tutoring is to help students understand course material. **Tutors should not write part or all of an assignment for the students who hire them.** Having employed the same tutor as another student is not a legitimate defense against an accusation of collusion, should two students hand in assignments judged similar beyond the possibility of coincidence.

## CODE OF STUDENT CONDUCT

To foster a supportive and enriching academic environment that is conducive to learning and free inquiry, Western has a Code of Student Conduct (<http://www.uwo.ca/univsec/pdf/board/code.pdf>).

You can expect your instructor to promote this environment and also respect each student's unique views and opinions. Because Western is also a part of your environment, we expect the same from you. Activities that disturb another student's right to this environment will not be tolerated; these include talking in class about matters irrelevant to the course and using electronic devices inappropriately.

You can also expect your instructor to come prepared, on time, and eager to help you learn. In turn, we expect that you will come prepared, on time, and ready to learn.



## EQUAL OPPORTUNITY AND EVALUATION POLICY

All individuals involved in the offering of CS1033 were, at one time, students themselves. Accordingly, they thoroughly understand the importance of course grades and the hard work that you will invest into this course. They are there to help you achieve your goals in CS1033. We want you to do well in the course, but we also have to be fair. The university is committed to academic integrity and has high ethical and moral standards. All students will be treated equally and evaluated using the criteria presented in this course outline and their respective weights. The evaluation criteria are based strictly on actual achievement, not on effort or how hard the student tried. Claims of an excellent academic history, of attendance in the course components, or of personal issues (family, relationship, financial, etc.) cannot be used to justify a higher grade in the course because they are not criteria for evaluation. There is no extra work available for extra credit or to “make up” another grade. We do not offer any extra assignments, essays, experiments, or other work of any kind to any student. The requirement for a higher grade in order to, for example, maintain a scholarship, enter a program, or obtain a higher GPA for various reasons, is not a justifiable reason for increasing your grade. If we increased or “bumped” your grade (i.e. gave you a grade that you did not legitimately earn), it would be unfair to the other students and also a great disservice to the scholarships and programs who are evaluating all students on the basis of their grades.

## ETHICAL CONDUCT

All assignments are *individual assignments*. You may discuss approaches to problems among yourselves; however, the actual details of the work (assignment coding, answers to concept questions, etc.) must be your individual effort.

**Plagiarism:** *Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).*

Assignments that are judged to be the result of academic dishonesty will, for the student's first offence, be given a mark of zero with an additional penalty equal to the weight of the assignment also being applied. You are responsible for reading and respecting the Computer Science Department's policy on [Scholastic Offences](#) and [Rules of Ethical Conduct](#).

The University of Western Ontario uses software for plagiarism checking. Students will be required to submit their programs in electronic form for plagiarism checking. Students will be required to submit their programs in electronic form for plagiarism checking. Also, references will be requested when downloading images from the Internet for assignments.

## ACADEMIC ACCOMMODATION FOR MEDICAL ILLNESS

*If you are unable to meet a course requirement due to illness or other serious circumstances, you must provide valid medical or other supporting documentation to your Dean's office as soon as possible and contact your instructor immediately. It is the student's responsibility to make alternative arrangements with their instructor once the accommodation has been approved and the instructor has been informed. In the event of a missed final exam, a "Recommendation of Special Examination" form must be obtained from the Dean's Office immediately. For further information please see: <http://www.uwo.ca/univsec/handbook/appeals/medical.pdf>*

*A student requiring academic accommodation due to illness should use the Student Medical Certificate when visiting an off-campus medical facility or request a Record's Release Form (located in the Dean's Office) for visits to Student Health Services. The form can be found here: [https://studentservices.uwo.ca/secure/medical\\_document.pdf](https://studentservices.uwo.ca/secure/medical_document.pdf)*

Students who are in emotional/mental distress should refer to Mental Health@Western: <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

## CLASSROOM AND COURSE ACCESSIBILITY

*Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.*

## SDC's LEARNING SKILLS SERVICES

Rm 4100 WSS, [www.sdc.uwo.ca/learning](http://www.sdc.uwo.ca/learning) LS counsellors are ready to help you improve your learning skills. We offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Individual support is offered throughout the Fall/Winter terms in the drop-in Learning Help Centre, and year-round through individual counselling.

## REGISTRARIAL SERVICES

Additional student-run support services are offered by the USC, <http://westernusc.ca/services>. The website for Registrarial Services is <http://www.registrar.uwo.ca>.