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IS< 4360/7360 - Summer 2007

Introduction to Web Development (3 Hrs.)

[Course Information](#) | [Grading and Deadlines](#) | [Student Responsibilities](#) | [Course Policies](#)
[Disabilities and Accommodations](#) | [Academic Dishonesty](#)

Course Information

Course Overview

The purpose of this course is to provide students with an understanding of basic web page design and web authoring skills in addition to the technical expertise required for creation and publishing of XHTML-compliant documents. The course will cover browser/server interaction, directory management, and web page design and development. Attention will be directed toward the impact a designer's choices have on communication, understanding, and accessibility. Students will develop, test, evaluate, and apply evaluation data to their project web site.

This is an ONLINE course with no regular in-person or classroom meetings. The course is offered via Sakai (<https://sakai.missouri.edu/portal>) and supported by Mentors and Instructors who work in the Digital Media ZONE.

Prerequisites

- None

Course Objectives

Upon the successful completion of this course, a student will be able to:

- Use FTP (File Transfer Protocol) programs to communicate with a remote web server:
 - connect and upload files to a remote web server
 - manage files on a remote web server
- Demonstrate basic HTML coding:
 - create formatted text
 - create both absolute and relative links
 - add images
 - change the color of text and background
 - create tables
 - embedded style sheets

- embedded multimedia elements
 - find errors and debug
- Understand accessibility and W3C standard issues:
 - design user-friendly interface
 - comply American with Disability Act (ADA) requirements
 - comply W3C XHTML Transitional 1.0 specifications
- Perform the multimedia design cycle:
 - generate a design plan before production
 - conduct formative evaluation including user testing with target audience and expert reviews

Instructor Information

Summer Office Hours: The summer office hours for the instructors will be provided in the first week of the semester. Office Location: Digital Media Zone, Townsend Hall 201D. Other times by appointment. I can meet in-person, or virtually via Instant Messaging (IM), videoconference (iChat or Skype), or plain old telephone. To reach me use the Zone telephone and e-mail address listed above. Or leave me a private message in the Sakai course discussion board.

Graduate Teaching Assistants: Zone Mentors. You can reach them via zone@missouri.edu.

Digital Media Zone

The ZONE is staffed by Mentors (Faculty and PhD students) who are focused on helping you *learn by doing*. The ZONE is a physical and virtual space/place where you can receive help and support from those who have special knowledge and skills, but where you are ultimately responsible for your own learning. Your Instructor and the ZONE Mentors do not teach you in a traditional classroom approach. *They help you learn by providing guidance and support while you learn by doing.*

The ZONE is part of the [School of Information Science & Learning Technologies](#) in the [College of Education](#) at the [University of Missouri-Columbia](#). It is physically located in the top level of the Reflector in Townsend Hall. [The Reflector](#) is a technology-rich support environment for students in the MU College of Education.

To learn more about the ZONE and the full range of support for online students enrolled in Digital Media Zone courses offered by the ZONE, please visit <http://zone.missouri.edu>.

[Here are directions and a map to the Zone](#)

Course Materials and Resources

The following software is required for this class: **NOTE: Web page editors are not allowed in this class. If you don't know what a web page editor is after reading this page, ask someone in the ZONE.**

- Text Editor: NotePad or Crimson Editor** (PC); TextEdit or TextWrangler** (Mac) You can download a free copy of Crimson Editor from: <http://www.crimsoneditor.com/>
- File Transfer Protocol (FTP) program: SecureFX (for PC users) OR MacSFTP (for Mac users). You can download a free copy of FTP programs from the [Software Distribution Center](#).
- Browser: Internet Explorer 4.x or above; Mozilla Firefox 1.x or above**; Netscape 4.7x and Netscape 6.x or above.
- Student support and additional resources are offered through the [Digital Media ZONE](#).

(** preferred)

The textbooks are available at University Bookstore, most Barnes & Nobles, or through Amazon.com. I recommend purchasing your textbooks at a local bookstore if possible. Purchases through Amazon can sometimes take a week or more and you will need your textbooks immediately - don't start off behind.

- Lemay, Laura *Sams Teach Yourself Web Publishing with HTML and CSS in One Hour a Day., 5th ed.* Sams Publishing. ISBN 0672328860
- Sklar, Joel *Principles of Web Design*, 3rd. ed. Thompson Course Technology. ISBN 0619216662
- Krug, Steve *Don't Make Me Think*, 2nd. ed. New Riders Publishing. ISBN 0321344758

The readings throughout the units of instruction are of three types: Required, For Beginners, and Optional. Required readings are necessary to learn the concepts taught in this class. For Beginner readings have very important information that you should read, especially if you are very new to web development. Optional readings are just that, optional. However, I recommend scanning them even if you do not plan to read them in depth.

[\[Back to Top\]](#)

Grading and Deadlines

The following list is everything that must be turned in for a grade. Because this is summer semester (8-weeks course), it is especially important to stay on top of the assignments and due dates. If you need to turn in an assignment early, you are welcome to do so. I promise to have feedback out to you within a couple days following the due date so you can apply the feedback to your next assignment.

| Assignment | Percentage | Due Dates (11:59pm Central Time) |
|------------------------------------|------------|----------------------------------|
| I. Course Participation | 8% | |
| II. Orientation Activities | 2% | June 13 |
| III. Assignment Page (Units 1 & 2) | 4% | June 19 |
| IV. Units of Instruction: | | |
| Mini Project 1 (Units 3 & 4) | 4% | June 26 |
| Mini project 2(Unit 5) | 4% | June 29 |
| Mini Project 3 (Units 6) | 4% | July 03 |
| Midterm: Debugging Assignment | 6% | July 13 |
| Mini Project 4 (Unit 7) | 4% | July 17 |

| | | |
|-------------------------|-------------|----------|
| Mini Project 5 (Unit 8) | 4% | July 20 |
| V. Final Project: | | |
| Design Document | 10% | July 10 |
| Evaluation Report | 10% | July 27 |
| Final Web Site | 40% | August 2 |
| Total | 100% | |

Brief descriptions of each element are listed in the [Student Responsibilities](#) section in the syllabus.

Detailed instructions and assessment expectations will be provided and will be located in the Resources section of Sakai. Generally, the rubrics will determine whether the assignments contain the basic requirements and demonstrate solid work. To receive an "A" for this course, however, your work must exceed the basic requirements.

Grading Scale (Percentage)

Graduate Students

NOTE: For the Final Project, graduate students will be required to complete an additional task and have a different assessment to support the expected learning outcomes of a graduate course. This information will be provided with the detailed instructions for the final project.

A: (100-90), B: (89-80), C: (79-70), F:(69-0)

Undergraduate Students

A+: (100-97), A: (96 - 93), A-: (92 - 90)

B+: (89 - 87), B: (86 - 83), B-: (82 - 80)

C+: (79 - 77), C: (76 - 73), C-: (72 - 70)

D+: (69 - 67), D: (66 - 63), D-: (62 - 60)

F : (59 - 0)

[\[Back to Top\]](#)

Student Responsibilities

Note: The following are generic descriptions of each assignment. Guidelines and assessment criteria will be provided as additional documents.

I. Class Participation

You will be expected to participate in discussion forums. To receive full credit for these discussions, the postings must be substantive.....responses such as "good idea," or "interesting point", while appreciated as general feedback to your classmates, will not be considered substantive responses. Substantive responses are those that extend the discussion, elaborate on points others have made, etc. In addition to the four topic-based discussion, you can also earn points by helping your fellow students with their questions regarding to unit exercises, serving as a subject in the formative evaluation process, and completing a self-reflection regarding course activities at the end of the semester. **Detail information for points of participation, please refer to [Course Participation Instruction](#).**

In addition to the participation points above, you can earn from 1-5 % of your final grade as Extra Credit for exceptional work and contributions to relevant course activities which benefits other members or the further course design of the learning community in this online course. More information will be provided by the instructor during the semester.

II. Orientation Activities

You will be asked to participate in an orientation meeting and complete orientation assignments. The purpose of orientation activities is for you to get familiar with the Digital Media Zone, online learning, and Sakai- the course management system used in this class.

III. Assignments Page

The purpose of the assignments page is for you to have a central locations for submission and review of your assignments. All of your assignments and course activities will need to be accessible from this web page. At the beginning of the semester, you will create the basic template or structure for the web page, but the contents will change as the semester progresses. This page will have links for each separate assignment.

ZONE mentors, your instructors, and your fellow students will go to your assignments.html page and look for your work HERE AND ONLY HERE. **You must name your assignment page "assignments.html" (without the quotes) and you must place links on your assignments page for course assignment.** The ZONE mentors WILL NOT search your www/ directory for your assignment. Please remember to name your main page "Assignments.html" (without quotes) and add links to each unit you want to reviewed.

For a basic and uninteresting example of an assignments.html page, view the following example: [assignments.html](#). Use your imagination to make your assignments page your own.

The assignment pages are different and separate from the project web site. Your project web site must contain original material that is NOT a duplicate of your assignment page material.

When you complete the various parts of your final project, you should upload your work and add links to your assignments.html page.

IV. Mini Projects

The purpose of the units and mini projects is to provide practice activities while receiving feedback. Each student will complete all readings of the units in the folder **"Units of Instruction."** A unit is comprised of chapters from the textbooks and/or additional material provided in course web site. You may combine what you are done in unit exercise into Mini Project.

You should strive to complete each unit to the best of your ability before asking for feedback. It is okay if you do not complete the assignment exactly right on your first attempt, but you should use the feedback for correcting the errors. After grades and feedback for each unit have been posted, you should try to improve your page based on the feedback, then upload your improved page. This is good practice for the final project.

To receive credit for a unit assignment/mini project, you must complete the work and create an appropriate link on your assignments page. You can complete the units before the due dates. If you want

feedback on a unit assignment/mini project, you must post it in the appropriate discussion board forum. For example, when you have finished unit 2, you must post a message in the Assignment Page discussion forum to indicate that it is ready for feedback. Otherwise, all units will be checked after the due dates. You must complete each unit assignment by the due dates defined in the grading section.

All HTML must be written by hand with a simple text editor. Web page editors like Macromedia Dreamweaver, Netscape Composer, Adobe GoLive, Microsoft Word, etc. are **NOT** allowed. You are not allowed to use any programs to clean up your html.

V. Midterm Debugging Assignment

You will be given an html file with errors in it. You have to analyze the file, find the errors, and fix them based on the xhtml transitional 1.0 specifications. Also, you need to do commenting in the source code to show which part that you have changed and the reason that you made such changes. The purpose of this task is to demonstrate your understanding of creating xhtml-compliant page.

VI. Final Project

The final project consists of three parts. First, you must create a **Design Document** for your project web site. Then you must develop and test your final web site. You will describe your testing experience in an **Evaluation Report**. Your final project must be complete before you conduct your evaluation. Following your evaluation, you will make changes to your final site based on the results of your evaluation. Your final project html code will make use of commenting throughout the files to explain why you are using specific tags in your code. See the final project document for more information.

The final project web site is to be developed independently throughout the course. Remember that these files should not be the same work you did for the units of instruction or for previous courses. Although your web sites will reflect your individual interests, it should be developed with a clear purpose, having recognized design fundamentals as guides. Your web site should be representative of your web development capabilities. Some students enter the course with prior web development experience and others with none. Because this is an introductory course, experience is not expected. Because of this variation in knowledge and skills, each student should set individual goals that are challenging to themselves and not worry about the other students in this course.

Your final project web site should be representative of what you have learned in the course and can become an important artifact in a portfolio of your work. While your final project can be about almost anything you want, I would recommend that you make your final project about something important. Why spend all this time making a web site about your cat? Does your current place of employment need a web site? A lot of students in this class are teachers and make their final project a web site for their class. Another option is to make your final project a web site to showcase the work you've done in your graduate studies. Does your program require a portfolio? A web site about a topic in your program could be a good portfolio stuffer. Of course, if you really like your kitty there's nothing wrong with that either. Just spend some time considering your options before choosing your topic.

How To Succeed

Here are some tips for getting most out of this course:

- Maintain a reasonable pace through the course. Do not wait until a day or two before the due date to begin engaging in the work. Do some work each day. Make a schedule for yourself indicating when you will focus on the topics of the course.
- Get to know your classmates, your instructor and the ZONE mentors. Take advantage early of the opportunity to learn about your classmates and let them know about you. Contribute by writing about yourself and also by responding to what others write. Forming a community with your fellow students will make the course more enjoyable and will aid your learning.
- Work collaboratively. How much you learn and how much enjoy this course will depend on the sense of connection you develop with your fellow students. Try to help your fellow students and try to benefit from what they have to offer. Check the discussion board often - at least once a day or every other day
- Check your understanding. Your goal is to understand the theories, principles, development, and concepts central to the course. Do not stop with reading the course materials. Check for answers using tools such as Google. In addition, always review the underlying concepts and interact with your peers to see if you need to strengthen your understanding.
- Contact a ZONE mentor when you need help. The ZONE mentors are there to help you and you should feel free to contact them anytime you need help with anything related to this course. See <http://zone.missouri.edu/>.

[\[Back to Top\]](#)

Course Policies

Reviewing Student Work

Many ZONE online courses require you to present your work electronically so other students can see it; and you will also be asked to review the work of other students, as part of the instructional process of the class.

Your work may be used as an example of how to accomplish a technique or for ideas by other students. In many cases having other students peer review your work helps support your own learning and leads to better outcomes for everyone in the course.

If at any time you feel uncomfortable sharing your work, or with the feedback or comments on your work by other students, contact the instructor as soon as possible.

Feedback

You may receive feedback on all of your work up to but not including the Debugging HTML and Final Project Web Site. **In order to receive feedback, you must upload your work to the bengal server, place a link on your assignments.html page, and request a review on the appropriate discussion board.** Please request the feedback at least a few days prior to the due date to allow enough time for us to give you feedback and for you to implement our suggestions. If you submit a request for feedback at the last minute, we will do our best to give you feedback but do not rely on our comments - we may be too busy to help you by the due date. No matter what, you should always utilize the knowledge base of your fellow

classmates when you have a question or need help. Post to the discussion boards and ask for feedback from your classmates.

Feedback will not be given on your final project. At that point in the semester, you should have a solid understanding of the concepts required to complete the final project. If you run into problems ask questions, we'll help but we will not step through your site to verify that you did everything correctly. Completing each unit assignment will give you the practice and feedback that you need to do well on the final project.

Cheating

Cheating - Using **ANY** tool other than a text editor to write your code will result in an automatic 0 for that assignment. This course is designed to teach you how to write html **by hand**; using any other tool is cheating yourself. Many students struggle with writing html, but the more you practice, the easier it will become. Trust me, there will come a time when you will be writing code in your dreams at night if you just practice enough!

Late Work

The due dates are clearly posted above. The dates listed for assignments may change as the semester progresses. However, it is important to note that late work will be penalized. If you have conflicts, problems, or something unexpected arises, do not hesitate to contact the instructor, facilitator, or mentors. Graded assignments will be reviewed and graded immediately after the posted due date. Any assignments posted within three (3) days after the due date will receive an automatic 10% reduction in grade. Work will not be accepted after 3 days. **THE FINAL PROJECT WEBSITE MUST BE SUBMITTED ON TIME WITH NO EXCEPTIONS FOR LATE WORK.**

Re-grading Policies and Procedure

Request for re-grading should be turned in via email no later than 48 hours after receiving the grade for each project. Write an email with a proper and detailed statement as to which part should be re-graded and why you request for re-grading. If your statement is not proper, your request will not be honored. After a re-grading, you may receive a higher grade, the same grade, or a lower grade, depending on whether the same grading standard had been applied to your work before the re-grading.

Incomplete

Incompletes in this course will be given if, and only if:

- The completed portion of the student's work in the course is of passing quality and
- There is such evidence of hardship as to make it unjust to hold the student to the limits previously fixed for the completion of his/her work.

If you meet the above criteria and you wish an Incomplete in this course, you must immediately send an email to the ZONE (zone@missouri.edu). In some cases, an Incomplete will result in an automatic drop in letter grade. Requests for Incompletes must be provided two weeks prior to the Final Project due date.

For those students who are taking an incomplete for zone courses, all the course assignments and projects must be completed and turned in for grades before the start day of the coming semester; otherwise, a letter grade F will be given for the course.

For more information on Incompletes, please visit:

http://registrar.missouri.edu/Policies_Rules_and_Regulations/incomplete.htm

[\[Back to Top\]](#)

Disabilities and Accommodations

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please contact the ZONE manager, Paul Turner, immediately. Please call the ZONE manager, visit the ZONE manager when he is on duty in the ZONE, or use one of the other contact methods identified on the ZONE web site. To request academic accommodations (for example, a notetaker or translator), students must also register with Disability Services, AO38 Brady Commons, 882-4696. It is the campus office responsible for reviewing documentation provided by students requesting academic accommodations, and for accommodations planning in cooperation with students and instructors, as needed and consistent with course requirements. Another resource, MU's Adaptive Computing Technology Center, 884-2828, is available to provide computing assistance to students with disabilities.

The above statement is the standard statement required by the University...which does not seem to apply much if you are taking this course at a distance. If you have a disability that you feel requires special accommodations relative to this course, please contact the ZONE manager, Paul Turner, using the contact methods provided at <http://zone.missouri.edu/support/contact.html> .

[\[Back to Top\]](#)

Academic Dishonesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult the course instructor.

[\[Back to Top\]](#)