***Web Page Design and Management***

**LIS 3361.724 Spring 2023 Credits: 3**

School of Information

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| **Meeting Times** | Online. |
| **Instructor**  **Office Hours**  **Course Description**  **Course Prerequisites** | John J. Sullivan, Ph.D.  [jjsullivan@usf.edu](mailto:jjsullivan@usf.edu)  By appointment.  This course is designed to give a foundational knowledge of the design, development, and management of webpages. By understanding the history of the web, how it works, and how the content is created, you will be able to evaluate existing pages or create your own effective and functional web site. You will learn the importance of making webpages accessible and useable for all types of audiences. You will see how web design and web coding can be useful to many types of majors within diverse fields and in many different jobs!  None. |
| **Required Textbook** | Creating a Website: The Missing Manual, Matthew MacDonald, 4th Edition, O'Reilly Media, 2015. ISBN: 978-1-49-191807-4  *Companion website:* <http://prosetech.com/web/>  The World Wide Web Consortium (W3C) Official Website: <http://www.w3.org/> |
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| **Student Learning Outcomes** | This course contributes to the following learning objectives for the Bachelor of Science in Information Studies program:   * Problem solving using technology-based systems and environments (i.e. HTML and the World Wide Web). * Analysis and troubleshooting of technology-based problems (i.e. debugging and revising web pages). * Implementation of structured methods to design procedural solutions.   Course activities that help students develop skills to achieve the above objectives include:   * Text book and other readings. * Multimedia presentations and recordings. * Lectures, tutorials sessions, and other learning opportunities that are offered. * Working on assignments and projects.   Metrics used to assess how well students have achieved the above objectives include:   * Weekly assignments that are used to introduce new topics with small scale exercises. * Ongoing projects where students apply course concepts on a larger scale. * Exams where students demonstrate how well they retain the concepts introduced in the assignments and developed with the projects.   Each student’s grades on the above work are considered to be a reflection of the degree to which that student has developed the requisite skills and met the objectives. |
| **Student Evaluation** | Percentage  Assessment of Final Grade |
|  | Quizzes 10%  SU4S Assignment (making, posting & viewing your 1st webpage) 10% |
|  | Project 1 (practice project from the textbook) 10% |
|  | Project 2 (portfolio project) 15% |
|  | Project 3 (final project) 30% |
|  | Summary of reflective journal 10% |
|  | Final Online Exam 15% |
|  | 100% |
| **Grading Scale** | The following numerical ranges will be used to determine letter grades in this class.   * A 94-100 * A- 90-93 * B+ 88-89 * B 84-87 * B- 80-83 * C+ 78-79 * C 74-77 * C- 70-73 * D+ 68-69 * D 64-67 * D- 60-63 * F Below 60   Incompletes are not typically given in this course without extenuating, documented circumstances. In such cases, an incomplete grade contract between the student and instructor must be agreed to and on file with the instructor if this option is granted.  If you decide to drop this course, please be sure to officially withdraw through the University procedures. Otherwise, you will receive the grade earned (possibly an F) for the course. |

**Course Outline**

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| **Week** | **Module** | | **Chapter** |
| 1 | **Introduction and Creating Your First Page**  Lecture Notes: Module 0  Assignment:   * “First Day Mandatory Attendance” requirement. Post an introduction to the Attendance Discussion Board! * Week 1 – “Question of the Week” (QW1)   Panopto Recordings – (to be posted) | | Introduction  1 |
| 2 | **What is HTML?**  Lecture Notes: Module 1  Assignment:   * Visit assigned websites * Week 2 – “Question of the Week” (QW2)   Panopto Recordings – (to be posted) | | 2 |
| 3 | **HTML Elements**  Lecture Notes: Module 2  Assignment:   * Week 3 – “Question of the Week” (QW3)   Panopto Recordings – (to be posted) | |  |
| 4 | **HTML Elements (continued)**  Lecture Notes: Module 2  Assignment:   * Work on Set Up for Success (SU4S) Activity * Week 4 – “Question of the Week” (QW4)   Panopto Recordings – (to be posted) | | 9 |
| 5 | **Stylesheets**  Lecture Notes: Module 3  Assignment:   * **Set Up for Success (SU4S) Activity Due** * Week 5 - “Question of the Week” (QW5)   Panopto Recordings – (to be posted) | | 3 |
| 6 | **Pulling Together HTML Elements**  Lecture Notes: Module 3  Assignment:   * Week 6 - “Question of the Week” (QW6)   Panopto Recordings – (to be posted) | | 6 |
| 7 | **Planning Your Site**  Lecture Notes: Module 3  Assignment:   * **Project 1 Due** * Week 7 – “Question of the Week” (QW7)   Panopto Recordings – (to be posted) | | 8 |
| 8 | **Web Editors**  Lecture Notes: Module 4  Assignment:   * Week 8 – “Question of the Week” (QW8)   Panopto Recordings – (to be posted) | | 5 |
| 9 | **Catch Up Week**  TBA  Assignment:   * Week 9 – “Question of the Week” (QW9)   Panopto Recordings – (to be posted) | |  |
| 10 | **Troubleshooting**  Lecture Notes: Module 4  Assignment:   * Week 10 – “Question of the Week” (QW10)   Panopto Recordings – (to be posted) | |  |
| 11 | **Adding Power to Pages**  Lecture Notes: Module 5  Assignment:   * **Project 2 Due**   Panopto Recordings – (to be posted) | | 14, 15, 16 |
| 12 | **Interactivity and Media**  Lecture Notes: Module 5  Assignment:   * Work on Project 3   Panopto Recordings – (to be posted) | |  |
| 13 | **Making Your Site Interesting**  Lecture Notes: Module 5  Assignment:   * Work on Project 3   Panopto Recordings – (to be posted) | | 10, 11 |
| 14 | Wrap Up  Lecture Notes: Module 5  Assignment:   * **Project 3 Due** * **Summary of Reflective Journal Due**   Panopto Recordings – (to be posted) | |  |
| 15 | Final Exam (comprehensive) | |  |
| **University Policies** | | Policies about disability access, religious observances, academic grievances, academic misconduct, and several other topics are governed by a central set of policies that apply to all classes at USF. These may be accessed at:[*https://www.usf.edu/provost/faculty-info/core-syllabus-policy-statements.aspx*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.usf.edu%2Fprovost%2Ffaculty-info%2Fcore-syllabus-policy-statements.aspx&data=02%7C01%7Cjjsullivan%40usf.edu%7Cfa1a0280463b44c547ec08d69b62d25a%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C636867246070324951&sdata=ozIRy7wbn9AX7FCpPTS0qyhMvArPMg%2BAcG6foAPcFfo%3D&reserved=0)*.* | |
| **Covid-19 Procedures** | | All students must comply with university policies and posted signs regarding COVID-19 mitigation measures, including wearing face coverings and maintaining social distancing during in-person classes. Failure to do so may result in dismissal from class, referral to the Office of Student Conduct and Ethical Development, and possible removal from campus.  Additional details are available on the University’s Core Syllabus Policy Statements page:  [*https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx*](https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx) | |

**FINAL NOTE: The instructor reserves the right to make modifications to this syllabus to facilitate course activities or to enhance student learning outcomes.**