



**BUSINESS STUDIES DIVISION**  
**1400 TANYARD ROAD, SEWELL, NJ 08080**  
**856-468-5000**

SCANNED

**CIS 154 – Advanced Web Development**  
**SYLLABUS**  
**LECTURE/LAB HOURS/CREDITS: 2/2/3**

**CATALOG DESCRIPTION Prerequisite: CIS 151**

This course presents the process of designing and developing web sites from conception through the publication. The design techniques for mobile, tablet and desktop devices as well as graphic design, audio/video integration, and Social Media interactivity. Students gain valuable hands-on lab experience using web authoring software.

**TEXTBOOK AND COURSE MATERIALS**

- Title: Web Design with HTML5 and CSS3  
Publisher: Cengage Learning  
Edition: 2017, 8<sup>th</sup> Edition  
ISBN: 1-305-57816-3  
AUTHOR: Minnick

*Please see current textbook prices at [www.rcgc.bncollege.com](http://www.rcgc.bncollege.com)*

**EVALUATION AND ASSESSMENT**

Grading Distribution Category	% of Final Grade
Exams: (3 @ 100 pts each)	50%
Assignments & Quizzes (Weighted)	50%

**Grading Scale**

Over 92.4% = A	72.5% - 70.0% = C
89.5% - 92.4% = A-	66.5% - 69.4% = D+
86.5% - 89.4% = B+	62.5% - 66.4% = D
82.5% - 86.4% = B	59.5% - 62.4% = D-
79.5% - 82.4% = B-	Below 59.5% = F
76.5% - 79.4% = C+	

## CLASS POLICIES

### 1. Attendance – Students attain maximum academic benefit through regular attendance.

Therefore, students are expected to attend all class sessions that are scheduled. Attendance will be recorded. Failure to attend each class could jeopardize the student's successful completion of the course. Absence will not be considered a valid excuse for not being prepared for the next class.

**2. Exams and Review Quizzes** – Exams and review quizzes are given during a specific time period and the dates are published in eLearning. If you miss an exam and have a valid excuse, it is your responsibility to inform the instructor and make arrangements to make it up. Consideration will be given only when the professor is informed *in advance*. It is essential that you plan your personal schedule to ensure that you can take the tests during the scheduled time periods.

**3. Assignments** – Detailed instructions about each assignment are listed under the ASSIGNMENTS link in eLearning, our web-based, course management system. Assignments are required to be submitted via eLearning. Rubrics will be used to assess your work and will be provided when each assignment is released. A rubric is a set of scoring guidelines that can be used to evaluate students' work. Assignments vary in their point value. **You can submit an assignment after the Due Date, but it will be marked late. One point will be deducted for each day the assignment is submitted after the Due Date. Assignments cannot be submitted after they are no longer available on eLearning (this is called the "Cut-Off" date).**

### 4. COMPUTER HARDWARE / SOFTWARE RECOMMENDATIONS

The following are minimum requirement for completing assignments and working in eLearning.

- PC or Mac with:
- Windows 8 or 10; or MacOS X or later;
- Microsoft Expression Web or another web authoring tool
- **Internet Connection:** Broadband Connection

### BROWSER COMPATIBILITY

RCGC recommends Firefox or Google Chrome.

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**ROWAN COLLEGE AT GLOUCESTER COUNTY CORE COMPETENCIES**  
(Based on the NJCC General Education Foundation - August 15, 2007; Revised 2011)

This comprehensive list reflects the *core* competencies that are essential for all RCGC graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

<b>RCGC Core Competencies</b>	
<b>1</b>	<b>Written and Oral Communication</b> Students will communicate effectively in both speech and writing.
<b>2</b>	<b>Quantitative Knowledge and Skills</b> Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.
<b>3</b>	<b>Scientific Knowledge and Reasoning</b> Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.
<b>4</b>	<b>Technological Competency</b> Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
<b>5</b>	<b>Society and Human Behavior</b> Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
<b>6</b>	<b>Humanistic Perspective</b> Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language
<b>7</b>	<b>Historical Perspective</b> Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
<b>8</b>	<b>Global and Cultural Awareness</b> Students will understand the importance of a global perspective and culturally diverse peoples.
<b>9</b>	<b>Ethical Reasoning and Action</b> Students will understand ethical issues and situations.
<b>10</b>	<b>Information Literacy</b> Students will address an information need by locating, evaluating, and effectively using information

**CIS-154 CORE COMPETENCY**

This course focuses on one of RCGC's Core Competencies:

- Technological Competency

**CIS 154 – Advanced Web Development**  
**STUDENT LEARNING OUTCOMES**

<b>CIS-154 students will</b>	<b>RCGC's Core Competencies Addressed</b>	<b>Evaluation / Assessment</b>
Gain a comprehensive understanding of the design concepts and techniques for creating structured website using new HTML5 elements and CSS3 styles	Technological Competency	Classroom projects Independent lab projects Review Quizzes Exams
Gain the ability to create visually interesting pages and captivating graphical designs	Technological Competency	Classroom projects Independent lab projects Review Quizzes Exams
Gain the ability to create responsive website that scale to mobile, tablet and desktop devices.	Technological Competency	Classroom projects Independent lab projects Review Quizzes Exams
Gain the ability to integrate websites with video and audio using HTML 5.	Technological Competency	Classroom projects Independent lab projects Review Quizzes Exams
Gain the ability to create interactivity with Social Media while incorporating JavaScript into the web site.	Technological Competency	Classroom projects Independent lab projects Review Quizzes Exams

TOPICAL OUTLINE

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1. Website Design using Templates
2. Designing for the Mobile Web
3. Designing for Tablet and Desktop Devices
4. Improving Design of Page Layouts
5. Graphic Design with CSS3
6. Designing Tables and Columns
7. Integrating Audio and Video in the Website
8. Creating Interactivity with Social Media
9. Incorporating JavaScript in the Website
10. Publishing and Promoting a Website
11. Maintaining a Website