

# Comm 360-50: Web Site Development

## Syllabus

Spring 2018

Final Project is due April 27, 2018 by 11:59 PM.

Instructor: Bill Brantley

**Course Rationale:** Design and build an effective and standards-compliant website using HTML5 and CSS3 to achieve specific communication goals.

**Objectives:**

1. You will use HTML5 to build a well-structured website.
2. You will use CSS3 to create a standards-compliant and effective design for your website.
3. You will organize a website so that it has a logical design of content and navigation.
4. You will be able to edit images to use on webpages.
5. You will effectively use color theory and design processes to create aesthetically-pleasing webpages.

**Competency Model:** The skills, knowledge, and abilities you acquire in this class are based on the certification requirements of the Certified Web Designer Apprentice exam (<http://webprofessionals.org/certification/cwdsa/>) of the Web Professionals (<http://webprofessionals.org/>). Completion of the course does not guarantee you will pass the exam, but successful completion of the course will give you the skills to build websites that meet web standards.

**Required Text:**

Head First HTML and CSS (2nd Edition) by Elisabeth Robson and Eric Freeman. Book's website: <http://shop.oreilly.com/product/9780596159924.do>

**MAKE SURE YOU BUY THE SECOND EDITION!**

**Contact Information:** Even though this is an online course, I am easily accessible in several different ways:

Email - My primary email is [bill@billbrantley.com](mailto:bill@billbrantley.com). My secondary email is [bill.brantley@gmail.com](mailto:bill.brantley@gmail.com).

Phone/Text - My cell phone is my constant companion and you can always leave a voice mail or text me - 502-744-2917.

Text - Text me at 502-744-2917.

**THE COMMUNICATION ESCALATION PROTOCOL** - I acknowledge all emails even if it is a short message such as "Received" or "Acknowledged." I keep copies of all student emails sent to me during the semester. I highly suggest you do the same.

Here is the procedure that you MUST follow when contacting me:

1. If I haven't replied to your first email within 24 hours, send a second email. In both emails, put your name and course number in the subject line so that my spam filter will not accidentally delete your email.
2. If I haven't replied to your second email within 24 hours, call/text me at 502-744-2917.
3. If I haven't replied to your call/text within 24 hours, then call the Communication Office (502-852-6976) and tell them to contact me.

4. If it is an emergency, you can immediately call/text me at 502-744-2917. Failure to follow the Communication Escalation Protocol will be 10 points deducted off your final grade for every infraction.

**Required Behavior:** This course requires that you keep up on the weekly readings and that you fully participate in the weekly discussion forums. You will also create a multimedia, online presentation as your final project. There are no tests or quizzes in this course because I prefer to measure your mastery of the material by how well you apply it.

Life happens and I am quite willing to work with you as long as you give me notice as soon as you can. I require documentation for all missed assignments. If you wait several weeks to contact me after missing assignments or do not follow the communication escalation protocol, **YOU WILL PROBABLY FAIL THIS COURSE** .

**Incompletes:** I only consider incompletes for university-approved excuses **AND** only if the student has completed more than 75% of the course work.

**Computer Accounts:** It is your responsibility to obtain the necessary computer equipment and software to take an online course. It is your responsibility to obtain a reliable Internet connection. It is your responsibility to obtain a valid ULink account to access Blackboard. It is your responsibility to give me a valid email account and to keep copies of all your email messages about your assignments and matters related to the course.. Please be advised that you should continually backup your work on USB or other storage media (don't just rely on one). It is your responsibility to practice safe computing in protecting your online privacy.

**Assignments:**

1. Exercise 1: 25 points
2. Exercise 2: 25 points
3. Exercise 3: 25 points
4. Exercise 4: 25 points
5. Exercise 5: 25 points
6. Exercise 6: 25 points
7. Exercise 7: 25 points
8. Exercise 8: 25 points
9. Exercise 9: 25 points
10. Exercise 10: 25 points
11. Exercise 11: 25 points
12. Exercise 12: 25 points
13. Exercise 13: 25 points
14. Exercise 14: 25 points
13. Reflective Discussion - 140 points total (14 discussions at 10 points each)

14. Final Project Website - 110 points total

**Total Points - 600 points**

The Course Week starts on Monday and ends the next Sunday. See Course Calendar for actual start and end dates.

**Reflective Discussion Postings:** At the minimum, you will have two postings for each week. The first posting is due by Wednesday. This posting can be about what you read, your reaction to the lecture, or your thoughts on the assignment for that week. You can also ask for help from your fellow students and the instructor. The purpose of this posting is to crystallize what you have learned in the course and the best way to do that is by writing it out.

The second posting is due by Sunday. You can post your reactions to the lecture, readings, or assignment. Or you can respond to another student's posting. The purpose here is to have a conversation about what you are learning because knowledge is both created within a person and between people. There is no word limit but I do appreciate substantive posts that offers a new idea or insight.

Each post is worth 5 points. For each week that has a discussion forum, you should have a total of 10 points (two postings). The grand total is 140 points which breaks down to a minimum of 28 posts.

**POSTINGS IN THE CLASS CAFE ARE NOT GRADED AND DO NOT COUNT TOWARD THE WEEKLY POSTING REQUIREMENT!**

**Deadlines:** Each activity (assignments 1 through 14) is due by seventh day of the week they are assigned. The Final Project website is due by 11:59 pm of April 27, 2018.

For every 24-hour period an assignment is late, the points awarded will be reduced by 25%. FINAL PROJECT WEBSITES WILL NOT BE ACCEPTED AFTER 11:59 PM OF April 27, 2018.

**Turning in Assignments:** All assignments will be turned in through Blackboard as designated by the individual assignment. DO NOT EMAIL ASSIGNMENTS UNLESS AUTHORIZED BY THE INSTRUCTOR. Any assignments that are emailed or otherwise not submitted through Blackboard without authorization will be treated as if the assignment was not submitted.

**ALL DEADLINES ARE STRICTLY ENFORCED!**

**Grading Scale:**

A+ 600 to 582 points

A 581 to 552

A- 551 to 540

B+ 539 to 522

B 521 to 492

B- 491 to 480

C+ 479 to 462

C 461 to 432

C- 431 to 420

D+ 419 to 402

D 401 to 372

D- 371 to 360

F 359 to 0

### **Grading Policies**

**Overview:** The reason for these policies is so that I can better serve the students who want to do coursework and are serious about learning the material. Please realize that I will do what I can do to help you but I expect you to make the effort in learning the material.

#### **Policies:**

- 1) All deadlines will be strictly enforced. If you need a waiver, you must follow this process:
  - Contact me at least 24 hours before the assignment is due.
  - Do not send the assignment to me until you receive an email confirmation from me that you can send the assignment.
  - Once you receive the email confirmation, please send me the assignment. When sending the assignment, follow my instructions exactly.
- 2) Do not email assignments to me unless I authorize you to. I want all assignments submitted through Blackboard or via your server account.
- 3) Fully participate in the Blackboard Discussion Forums. If you have not participated in the forums for more than three weeks, you will fail the course. Participation is mandatory!
- 4) Technical difficulties are not an excuse. Please have two plans to complete your work in case your primary computer system is down. Backup your work frequently and in multiple places.
- 5) Unless I specifically authorize you by email, all assignments that you submit to me are considered your final submission for that assignment. I will not accept drafts of your work unless I have authorized you to send me a draft. And even if you send me an authorized draft, you are still under the plagiarism guidelines.
- 6) Work with me and I will work with you. I realize that you have other classes, work, family, and other responsibilities. So do I and so do your fellow students. If an emergency happens, I will do my best to accommodate you but, due to the numerous students who abuse the system, I require documentation from a legitimate source. You are to notify me as soon as you are reasonably able to.

By staying in this course, you agree to abide by the syllabus and these grading policies. If you have any questions, please contact me.

There is also a code of conduct for the online discussion forums. It is your responsibility to read and abide by the Code of Conduct. By participating in the discussion forums, you are agreeing to abide by the Code of Conduct and be subject to sanctions for violating the Code of Conduct.

#### **Academic Misconduct:**

According to the University of Louisville Undergraduate Catalog:

“Plagiarism, in submitting individual work for academic evaluation, means simply to borrow someone’s ideas without citing the source, and to use them as one’s own. It is a particular type of cheating. Plagiarism in this sense is not limited to the use of direct quotations without citation; a paraphrase is indebted to the author’s ideas just as a direct quotation is. Nor is plagiarism limited to the use of published materials; borrowing from the written or oral work of others without citation is equally dishonest.”

Any proven plagiarism or other academic misconduct will result in failure of the course and will be reported to the committee on student discipline for further action, including notice in the permanent record, dismissal or expulsion. For more information on plagiarism and other forms of academic misconduct, please refer to

the Undergraduate Catalog. It is your responsibility to understand these policies and the ramifications of your actions.

**Disabilities:**

If you have a disability that requires accommodation for you to participate and complete requirements for this class, please notify me immediately and contact the Disability Resource Center (119 Stevenson Hall, 852-6938) to verify eligibility and determine specific accommodations.

**Title IX/Clery Act Notification:**

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111). Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).

**WARNING: THIS SYLLABUS CAN CHANGE, DEPENDING ON WEATHER PROBLEMS, AVAILABILITY OF GUEST SPEAKERS, ETC. CHANGES WILL BE ANNOUNCED AS FAR IN ADVANCE AS POSSIBLE.**

The "(C#)" refers to the corresponding chapter in the text.

<b>Week</b>	<b>Topics</b>	<b>Activities</b>
<b>One 1/8-14</b>	The Language of the Web (C1)	Reflective Discussion Exercise 1
<b>Two 1/16-21</b>	Meet the "HT" in HTML (C2)	Reflective Discussion Exercise 2
<b>Three 1/22-28</b>	Web Page Construction (C3)	Reflective Discussion Exercise 3
<b>Four 1/29-2/4</b>	A Trip to Webville (C4)	Reflective Discussion Exercise 4
<b>Five 2/5-11</b>	Meeting the Media (C5)	Reflective Discussion Exercise 5
<b>Six 2/12-18</b>	Serious HTML (C6)	Reflective Discussion Exercise 6
<b>Seven 2/19-25</b>	Adding a Little Style (C7)	Reflective Discussion Exercise 7
<b>Eight 2/26-3/4</b>	Expanding Your Vocabulary (C8)	Reflective Discussion Exercise 8
<b>Nine 3/5-11</b>	Getting Intimate with Elements (C9)	Reflective Discussion Exercise 9
<b>Ten 3/12-18</b>	Spring Break!	No assignments or discussion postings
<b>Eleven 3/19-25</b>	Advanced Web Construction (C10)	Reflective Discussion Exercise 10
<b>Twelve 3/26-4/2</b>	Arranging Elements (C11)	Reflective Discussion Exercise 11
<b>Thirteen</b>	Modern HTML (C12)	Reflective Discussion

<b>4/3-9</b>		Exercise 12
<b>Fourteen 4/10-16</b>	Getting Tabular (C13)	Reflective Discussion Exercise 13
<b>Fifteen 4/17-23</b>	Getting Interactive (C14)	Reflective Discussion Exercise 14
<b>Sixteen 4/24-27</b>	Turn in Final Project. Due by 11:59 PM on April 27, 2018.	Final Project Website