

CIS 275: Web Design and Development

Course Description

This semester we will closely consider the web, think about its impact upon culture, and develop technical skills for generating effective web content. This course focuses primarily upon the development of coding skills for generating web content, as well as an aptitude for creating effective designs and interfaces.

In addition, this course is designed to help students develop the ability to produce an informed critique of Internet resources, as well as a capacity for evaluation and assessment of web materials.

Student Outcomes

As a student in this course, you'll be exposed to numerous web designs, and you will learn to evaluate and discuss the primary design elements of the Web through both conversation and writing. In addition, you'll learn how to efficiently program relatively advanced web designs. A firm understanding of Responsive design will also come to you, along with an appreciation for its role in web and mobile development. Finally, you'll also gain the opportunity to think critically about the web and its influence on our culture, and represent that thought through your own development projects and writing.

Reference Materials

The following resources are required or recommended for this course. Several Internet resources will also be provided as additional readings throughout the term. Those can always be found at <http://courses.samfee.net/>.

Duckett, J. (2011). *HTML and CSS: Design and Build Websites*.

ISBN-13: 978-1118008188. **Required, \$14**

Krug, S. (2014). *Don't Make Me Think Revisited: A Common Sense Approach to Web Usability (3rd)*. ISBN-13: 978-0321965516. **Required, \$24.** (Kindle \$25)

Grading and Assignments

Student assessment for this course will take the form of exams, exercises, electronic project materials, writing assignments, class participation and attendance. Any homework assignments contribute points toward your participation grade. **All materials for this course must be submitted in electronic format.**

Specifically, your grade will be determined as follows:

In-Class Coding Exercises (2)	20%
Coding Exams (2)	30%
Mastery Exam	20%
Personal Web Site	20%
Participation	10%

In addition, I will provide you with exercises that you should complete on your own. It should be clear to you - upon completing these assignments - whether you know what you are doing or not. If you do not, that should indicate the need for asking questions in class, meeting with our PAL tutors, or attending office hours.

A note on Participation: this component of grading can feel subjective and confusing. Simply put - Participation reflects your engagement with the content during class, preparation before class, completion of homework assignments, and availability/contributions to your peers outside of class. Do not assume 100% Participation. Assume 75% and work to get your grade to the level you desire.

Office Hours

I am very happy to meet with you to discuss practically any topic during my office hours. I am always pleased to find a time to schedule an appointment; however I will not be available on an ad hoc basis in my office. Keep in mind however, that I am always available by e-mail, and I'll typically respond within 24 hours. You can always find me in my office between 2:00 - 3:30 every Wednesday.

CIS PAL Tutors

Be aware that there are student tutors available in the lounge area on the second floor of the Tech Center to help you with CIS course work. Your peers are available Sunday through Thursday from 7-10 PM. And while the PAL tutors do much of their work from the CIS Lounge, they also work with students in the labs; so if the tutor appears not to be there, check the labs as well or simply be patient - they will return.

CIS tutors are instructed not to provide specific answers to students but to help guide your inquiry when you get stuck. Please remember that the goal is for **you** to learn, not to have someone give you a quick answer. If you find this frustrating, please be aware that this is the nature of knowledge construction in computing. You need to figure things out on your own. Don't blame the tutors.

The tutors will however give you quick answers for technical issues such as using Google Drive if for some reason you cannot figure that out on your own. For everyone's sake however - please look it up online first and then go to them if you are truly stuck.

Schedule

This course meets at the dates and times as listed in JaySource. There is a small lab available 24/7 via card swipe in room 216 of the Tech Center. Test your card by the end of the first week of class to make sure it working. Please note that readings should be completed **before** class on the day they are listed.

August 27	Introductions
August 29	Lecture: History of the Web I
September 1	LABOR DAY - NO CLASS
September 3	Lecture: History of the Web II
September 5	NO CLASS
September 8	Lecture: Document Structure & Tags – Duckett, Chpts 1-3
September 10	Lecture/Lab: Additional Markup – Duckett, Chpts 4-5 – <i>Complete Exercise 1</i>
September 12	Lab: Working with Associated Content and Troubleshooting – Duckett, Ch 6
September 15	Lecture/Lab: HTML5 Structural Tags – <i>Complete Exercise 2</i>
September 17	Lab: Markup Assistance. In-Class Exercise A
September 19	Review: HTML Essentials
September 22	HTML Exam
September 24	Lecture: Design Basics – <i>Complete Exercise 3</i>
September 26	Lecture: CSS Introduction – Duckett, Chpts 10 - 12
September 29	Lab: CSS Practicum – Duckett, Chpts 13 - 15
October 1	Discussion: CSS Q&A
October 3	Lab: CSS Assistance. In-Class Exercise B
October 6	Lecture/Lab: CSS Layouts
October 8	Lab: Styling HTML Content – <i>Complete Exercise 4</i>
October 10	Lab: CSS Review
October 13	CSS Exam
October 15	Lecture/Lab: CSS Layouts
October 17	Lab: CSS Layout – <i>Complete Exercise 5</i>
October 20	FALL BREAK
October 22	Lecture: HTML5 Layout and Development – Duckett, Ch 17
October 24	Lab: Layout with HTML & CSS
October 27	Lab: Layout with HTML & CSS
October 29	Mastery Exam
October 31	NO CLASS
November 3	Lab: Layout Critique & Review
November 5	Lecture: Web Development Planning & Process
November 7	Discussion: Redesign Comps
November 10	Lecture: Responsive Web Design
November 12	Lab: Responsive Layouts – <i>Complete Exercise 6</i>
November 14	Lecture/Lab: More on RWD
November 17	Lecture/Lab: RWD Critique
November 19	Testing and Usability – Krug, Chpts 9 & 10
November 21	Lab: Personal Sites
November 24	Lab: Personal Sites
November 26/28	THANKSGIVING BREAK
December 1	Lecture: Bringing it all Together – Krug Chpts 11 & 12
December 3	Lab: Personal Sites
December 5	Lab: Personal Sites
December 8	Personal Site Due

Final Notes

Final grades will be negatively impacted by more than three absences. You will lose one point from your *final* grade for the course for each absence in excess of three. There are no "excused" absences - you simply have three absences available to you. Any late project work will be docked one full letter grade (i.e. 10 points) each day. There are no exceptions. You must turn in each assignment to receive a final grade for this class.

I won't bother to give you information unless you actually need to know it. In return, I ask that you actually read/view it, and make your best effort to understand and remember the details.

Using your phone in class during lecture or discussion is rude and disrespectful to both your peers and the instructor. Inappropriate use of your phone will lead to a deduction from your participation grade.

Pennsylvania is a Dual Consent State - meaning you cannot make photographic or video representations of others without their explicit consent. Please note that you may not record or capture any classroom interactions through any means unless you seek permission of the instructor in advance.

Taking responsibility and ownership for your data will make your experiences in computing much less taxing! Make sure you have backup copies of all your work on a flash drive or a cloud storage service. I am not the repository of your work. Therefore, I will not be able to provide them later in the term, or later in your academic career.

Finally, please note that this document represents the minimum that you need to know regarding the course. For additional details and information, you should consult the online course information at <http://courses.samfee.net/>.