

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. **Recommended, \$16**

Krug, S. (2014). *Don't Make Me Think Revisited: A Common Sense Approach to Web Usability (3rd)*. ISBN-13: 978-0321965516. **Recommended, \$22.** (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:

Coding Exams (2)	30%
Mastery Exam	20%
Personal Web Site	30%
Participation	20%

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 element of grading can be 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.

Schedule

This course meets at the dates and times as listed in JaySource. Please note that the following reading or video resources should be completed *before class* on the day they are listed.

August 26	Introductions and Tech Support
August 31	Lecture: History of the Web
September 1	Lecture: Document Structures – Read Duckett Ch. 1-3
September 2	Lecture/Lab: Additional Markup – Read Duckett Ch. 4-5
September 7	LABOR DAY
September 9	Lab: Additional Markup – Complete Exercises 1
September 14	Lab: Working with Associated Content - Read Duckett Ch. 6
September 16	Lecture/Lab: HTML5 Structural Elements
September 21	Lab: Markup Assistance – Complete Exercises 2
September 23	Exam: Core HTML
September 28	Lecture: Design Basics
September 30	Lab: Basic Design Markup – Complete Exercises 3
October 5	Lecture/Lab: CSS Introduction – Read Duckett Ch. 10-12
October 7	Lab: CSS Practicum - Read Duckett Ch. 13-15
October 12	Discussion: CSS Q&A
October 14	Lab: CSS Layout – Complete Exercises 4
October 19	FALL BREAK
October 21	Lecture/Lab: CSS Review
October 27	Lab: More CSS Layout – Complete Exercises 5

October 26	Exam: CSS
October 28	Lecture/Lab: HTML5 Layout & Development – Read Duckett Ch. 17
November 2	Lab: Layout with HTML and CSS
November 4	Exam: Mastery Exam
November 9	Lecture/Lab: Web Dev Planning and Process/Project Development
November 11	Discussion: Redesign Comps
November 16	Lecture: Responsive Web Design
November 18	Lab: Responsive Layouts - Complete Exercise 6
November 23	Lecture/Lab: More on RWD
November 25	THANKSGIVING
November 30	Lab: Personal Sites
December 2	Lab: Personal Sites
December 7	Personal Web Site Due

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 12:00 - 2:00 every Wednesday.

A Note About AI

Every class is different with regard to the toolsets we colloquially refer to as AI. Simply put - there is no place for the implementation of these tools outside of the toolsets found within the software products we are using in class. In other words: yes, you can use Generative AI Fill in Photoshop; no, you may not use an AI tool to generate images, or text for your written assignments. If submitted as your own work, AI generated content will earn you a zero for the assignment.

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. The PAL tutors do much of their work from the PAL tutor desk but they also work with students in the

labs; so if the tutor appears not to be there, check the labs 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, know 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 or finding files on your devices 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.

Final Notes

Attendance - 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. Further, *if you are absent for more than three occasions, it will be reported via PrezPathways* - this means your advisor and the administration will get involved. No one wants that; just come to class.

Pay Attention - 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.

Phone Use - 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 an immediate deduction from your participation grade.

Recording Tech - Pennsylvania is a Dual Consent State. This means 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 or classmates in advance. Do not record me in any way, and do not take photos of my presentation materials.

Learn Where Your Data Resides - 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/>.