IMED 1416 WEB DESIGN I
Spring 2013: Course Syllabus

Instructor Information:
Phone: 972-860-4354 (Office)
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Office: K110 on the Brookhaven campus

Course Description:
Instruction in web page design and related graphic design issues including mark-up languages, web sites, and browsers.(3 Lec., 3 Lab.)

Course Objective:
The objective of this class is instruction in internet page design using HTML/XHTML and CSS according to the current standards in web design as specified through the W3C. An introduction to Dreamweaver software and creating simple web graphics will also be included. Focus is on creating well designed web pages and maintaining continuity throughout web sites through use of color, graphics and placement and use of embedded elements. Overall visual communication of concept is emphasized.

Course Overview:
The first half of the semester students will learn basic structure, syntax and elements of HTML and XHTML, will validate code through the W3C and optimize photos and create basic graphics using an industry standard graphics application. Site management, naming conventions, working with local and remote files various File Transfer Protocol will be explored and an introduction to web authoring software will be included. The second half of the semester students will further develop web pages using current web standards, XHTML and CSS. Each student will create a final website that is posted online for review and critique

Prerequisites:
This course does not have a prerequisite. However, students taking this course should have basic knowledge of Windows, the Internet, and E-Mail.


Software: No special software is required for this course.

Learning Outcomes:
Successful completion of this course will enable the student to:

- Identify how the Internet functions with specific attention to the World Wide Web and file transfer.
- Learn and understand terminology associated with the use of the internet.
- Demonstrate knowledge of the components of an html document.
- Understand the use of html tags and elements.
Establish hyperlinks within html documents.
Demonstrate an understanding of color on the web.
Create preliminary design
Prepare simple graphic files for use in web pages.
Learn the advantages and disadvantages of html authoring software.
Learn and focus on current standards in web design.
Demonstrate the use of World Wide Web Consortium (W3C) formatting and layout standards
Develop a working knowledge of CSS in presenting web pages.
Formulate an understanding of typography in web page design.
Target a particular audience through visual communication.
Create, design, test and maintain a web site.
Manage local and remote files.
Post web site and all related files on a server using ftp software.

Course Outline:

- **Weeks 1-2:** Unit A - Orientation; Wide World Web; Internet concepts
  Basic structure of an HTML document; File naming conventions; Lists and alignment; page design and organization, elements and attributes
  Lab A: simple HTML page
- **Weeks 3-4:** Unit B - Relative and absolute linking; File management; servers and FTP
  Lab B: Second HTML page with links between pages
  Discussion Forum B: Web hosting and Domain names
- **Weeks 5-6:** Unit C - Working with images and graphics; optimizing files, color and transparency
  Lab C: Images and Thumbnails
  Discussion Forum C: Web site design reviews
- **Weeks 7-9:** Unit D - Tables and Forms, HTML5
  Project D: 3 page website with a table and form
  Exam 1
- **Weeks 10-11:** Unit E - CSS basics; Selectors; Typography, Color and Backgrounds
  Discussion Forum E: CSS Zen Garden
  Lab E: Apply CSS to web pages
- **Weeks 12-13:** Unit F - Content organization, the CSS Box model, layout and page flow
  Discussion Forum F: Current Topics in Web Design
  Lab F: CSS page layout
- **Weeks 14-16:** Unit G - CSS Transitions, Transformation, Animation, Advanced CSS Techniques
  Project G: 5 page website
  Exam 2

**Student Contributions:**
Your contribution includes the following:

- Students will spend at least four to six hours per week preparing for class.
• Students will read the text chapters.
• Students will study and complete the assignments as designated by the instructor.
• Students will complete assignments and tests in a timely manner.

**College Policies:**

*Third-Attempt Tuition Policy*

Effective for fall semester 2005, the Dallas Community Colleges charges a higher tuition rate to students registering the third or subsequent time for a course. On the student's third and subsequent attempts to take the majority of credit and workforce continuing education courses, the higher tuition will be charged. Developmental studies courses and some others are not included in this policy. Courses taken in the fall 2002 semester or later at any of the Dallas County Community Colleges are counted toward the third attempt. To view detailed lists of

1. courses that will not be charged at the higher tuition rate, and
2. cross-listed courses where one course equates to another for this purpose, please go online to
   [http://www.dcccd.edu/thirdcourseattempt/](http://www.dcccd.edu/thirdcourseattempt/)

NO EXCEPTIONS to the policy will be made once the course has been certified. For more information, please contact the Brookhaven College Advising and Counseling Center, Room S-113, 972-860-4830, email bhcadvising@dcccd.edu.

*American with Disabilities Policy Statement*

If you feel you may need an academic adjustment, such as help with taking notes, etc., because of any type of physical disability or learning difference, please contact your instructor before the end of the second week of classes. You may also contact Special Services at 972.860.4847 for advising and counseling.

*Drop Policy*

If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course, you must withdraw from it by November 12, 2009. Withdrawing from this course is a formal procedure which you must initiate. The instructor or the instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an "F". Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor first.

*Notification of Absence due to Religious Holy Day(s)*

Students desiring to observe a religious holy day, which will result in a class absence, must notify their instructor in writing, for each class, no later than the 15th calendar day after the first class day of the semester in which the absence will occur. The student is required to complete any assignments, turn in any work or take any examinations, within a reasonable time, which may have been missed as result of the absence.

*Student Code*
Brookhaven College provides guidelines for a learning environment in which students are encouraged and invited to learn and grow independently. Such an environment presupposes both rights and responsibilities. Should such a situation occur during this course, your instructor will refer to the guidelines outlined in Brookhaven College's current catalog.

**General Course Policies:**

1. You are always welcome to ask questions of your instructor, and are encouraged to do so. You may also hold discussions with other students as well but you are expected to do your assignments alone. This course is, after all, more about learning than simply scoring a lot of points. You're only cheating yourself if you cheat.
2. You may not turn in an assignment more than one time for credit (i.e. don't correct mistakes and re-submit).
3. Exams are taken entirely online. Each exam may be taken up to 3 times, but the last score will be used for grade calculation, even if it is lower than a prior attempt.

**Withdrawal with a "W":**
If you are unable to complete this course, YOU must withdraw from it by the withdrawal date posted in the college schedule. Withdrawal is a formal administrative process which cannot be initiated by your instructor, and may be done in either Admissions or Counseling. If you stop attending class, and do not withdraw, you will receive a performance grade, usually an "F".

**Incomplete ("I") Grading:**
Incompletes are only considered in those circumstances where a student has had a documentable crisis or emergency occurring sometime in the last several days of the course, preventing the student from completing the final few items of required work (a last assignment or test, for example). The "I" is designed only to provide a little extra time to finish up, and is not granted to students who are substantially behind in their work as the end of the course approaches. It is not to be considered as a grade to request should you simply not have the time to get your work done during the semester.
If you feel you meet the qualifications for an "I" and would like to request one, contact your instructor as soon as possible.

**Internal Transfer:** A credit student may transfer to non-credit status after the refund period and on or before the final drop date of the semester. No student will be permitted to transfer after that date. Please consult with your instructor if you wish to utilize this transfer process.

**Academic Integrity:** The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of The Dallas County Community College District. Such an environment presupposes both rights and responsibilities. Disciplinary regulations at the college are set forth in writing in order to give students general notice of prohibited conduct. Students should be aware of disciplinary actions for all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, plagiarism and collusion. Your College Catalog and the DCCCD Catalog contain the entire Student Code of Conduct or go online at [https://www1.dcccd.edu/cat0608/ss/code.cfm?loc=2](https://www1.dcccd.edu/cat0608/ss/code.cfm?loc=2) and scroll down to Responsibility, #11, for detailed information.
Financial Aid Statement: Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

Please note: If you are receiving Financial Aid grants or loans, you must begin attendance in all classes before the certification date. You also must attend or participate after the drop date in order not to be marked as non-attending in the event that you fail the course. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid.

Course Evaluation:
You will accumulate course points for work done as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Exams @ 100 points each</td>
<td>200</td>
</tr>
<tr>
<td>5 Lab Assignments @ 70 points each</td>
<td>350</td>
</tr>
<tr>
<td>2 Projects @ 125 points</td>
<td>250</td>
</tr>
<tr>
<td>4 Discussion Forums @ 50 points each</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

Your final course grade will be determined as shown:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>C</td>
</tr>
<tr>
<td>600-699</td>
<td>D</td>
</tr>
<tr>
<td>000-599</td>
<td>F</td>
</tr>
</tbody>
</table>

Late Points
A late penalty of 5 points per week will be assessed on any assignment that is turned in late. Late assignments will be accepted up to 1 month following the due date. After 1 month, any missing assignments will receive a grade of 0. Your grade point total is available under My Grades in eCampus.

Receiving Your Grades
End-of-semester grades will not be mailed to you by the college. To receive your grades you
have two options: through the Internet or through the Telephone Touch-Tone System. Depending on your choice use the following directions:

**Internet Access to Grades:**

- Go to the Dallas County Community College website (http://www.dcccd.edu)
- Next, look at the Online Services heading.
- Under the Online Services heading click on eConnect-Register, Pay, Check Grades.
- You are now on the student menu.
- Next click on My Personal Information (this will expand the menu)
- Now click on My Grades
- Enter your seven digit student ID (not your social security #)
- Enter your password or if it is your first time to use the system enter your date of birth. (Example: Feb 16, 1965 021665)
- Now select the grade type you wish to review (CR-Credit Grades) and click on submit.
- Grades start with "oldest" term-now find yours.

**Telephone Access to Grades:**

- Dial 972-613-1818.
- Press 2 for grades.
- Press 1 - wait for directions to enter your seven digit Student ID#.
- Enter PIN (Six digit -- Example: Date of birth Feb 16, 1965 021965)
- Select correct option for the semester grades you are inquiring about.

**Finally:**

Your instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances dictate. Additional exam or course information may be posted in the Announcements section of the course throughout the semester. All students in this course are expected to abide by the rules and regulations as set forth in both the DCCCD Student Code of Conduct and the DCCCD Rules for Responsible Computing. Failure to comply may result in legal and/or disciplinary action.