Brookhaven College - Computer Information Technology/Web Design & Development

Course Syllabus

**IMED 2315 Web Design II (3)**
A study of mark-up language advanced layout techniques for creating web pages. Emphasis on identifying the target audience and producing web sites according to accessibility standards, cultural appearance, and legal issues. (2 Lec., 4 Lab.)

**Prerequisite:** IMED 1416 Web Design I

**Texas Skill Standards:** The Web Production and Design, AAS is currently in the process of becoming Texas Skill Standards Board (TSSB) compliant with the National Workforce Center for Emerging Technologies Web Development and Administration skill standards. Taken through Brookhaven College, this course is a part of the curriculum and meets key activities as determined by professionals in the various fields of web design, development and administration. The workforce key activities addressed by this course are referenced within the learning outcomes. To learn more about TSSB-recognized skill standards or any other related information, visit the Texas Skill Standards Board website: [www.tssb.org](http://www.tssb.org).

**Objectives:**
The objective of this class is continued instruction in internet page design that meets current standards in web design as specified through the W3C. Focus is on more advanced design concepts and use of CSS along with an introduction to commonly used tools such as jQuery and CMS.

**Overview:**
The first half of the semester students will concentrate on the design process and current design principles. The second half of the semester students will develop web sites using current industry standards that target audience through cultural appearance, address legal issues and maintain accessibility standards. Students will also incorporate methods of locating sites via search engines.
Textbooks:

All of the information in this class is supplied via text articles and video content by the instructor. No textbook is required.

Learning Outcomes:

Successful completion of this course will enable the student to:

(Texas Skill Standards key activities are referenced)

- Demonstrate the use of World Wide Web Consortium (W3C) standards for style, accessibility, layout, and formatting
- Build web pages with dynamic customization capabilities
- Create web sites design for usability and cultural diversity
- Utilize design strategies to increase the success of locating the site via search engines
- Improve design skills in areas of user interface, typography and layout
- Incorporate style sheets to simplify web site design and maintenance
- Apply emerging mark-up language technology to web pages
- Create and refine preliminary design or mockup (A5)
- Review technical considerations and constraints (A6)
- Write supporting code (B4)
- Identify major subsystems and interfaces (B5)
- Develop models (B6)
- Develop design and interface specifications (B7)
- Identify system platform, components and dependencies (B8)
- Develop and present concept alternatives (C3)
- Create or adapt content (C4)
- Produce graphics, layout elements and applicable code (C5)
- Update content (C6)
- Facilitate move to production system (D2)
- Demonstrate time management skills, adhering to all deadlines for assignments, tests, and projects
- Develop critical skills and utilize effective verbal communication skills through the critique process

Course Outline:
Weeks 1-3: Orientation; Unit A: Design Process, HTML5, CSS3
Weeks 4-6: Unit B: Usability, Design principles, Content organization, SEO
Weeks 7-9: Unit C: Mobile concepts, Responsive Design
Weeks 10-12: Unit D: JavaScript and jQuery
Weeks 13-16: Unit E: Advanced HTML5 and CSS3, AJAX

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/

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 on-line. 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:**
This course is made up of 5 Units. Each unit has a discussion worth 75 points and a project worth 125 points for a total of 200 points per unit.

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<tr>
<th>Component</th>
<th>Maximum Points</th>
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<tr>
<td>5 Projects @ 125 points each</td>
<td>625</td>
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<tr>
<td>5 Discussion Forums @ 75 points each</td>
<td>375</td>
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<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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Your final course grade will be determined as shown:

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<tr>
<th>Points Earned</th>
<th>Final Grade</th>
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<tr>
<td>900-1000</td>
<td>A</td>
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<tr>
<td>800-899</td>
<td>B</td>
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<tr>
<td>700-799</td>
<td>C</td>
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<td>600-699</td>
<td>D</td>
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<tr>
<td>000-599</td>
<td>F</td>
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Late Points
A late penalty of 1 points per day will be assessed on any assignment that is turned in late. Late projects will be assessed a penalty of 3 points per day. Your instructor can give you your current point total at any time during the semester.

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 021665)
- 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.