ITSE 1301 Web Design Tools INET
Cedar Valley College

GENERAL INFORMATION
College Name: Cedar Valley College
Division: Business Technology
Semester/Term & Year: Summer II 2013 (Can meet often, but best to make an appointment)

INSTRUCTOR INFORMATION
Name: Tim Xeriland
DCCCD E-mail address: txeriland@dcccd.edu
Telephone: 972-860-8239
Office Number: A108B
Office Hours: Mon-Thurs 1pm-3pm (Can meet often, but best to make an appointment)

COURSE INFORMATION
Course Number: ITSE 1301
Section Number: 36420
Credit Hours: Three (3)
Class Meeting Time: INET
Course Title: Web Design Tools
Course Description: Designing and publishing Web documents according to World Wide Web Consortium (W3C) standards. Emphasis on optimization of graphics and images and exploration of the tools available for creating and editing Web documents. (2 Lec., 4 Lab.)

This class will cover the basics of deciding how to obtain a Web site (Web hosting, domain registration). Then it will move to Web site design, HTML, site authoring, online ordering and e-mail integration. Finally, we will deal with how to effectively roll out your site once it is up. A Web site can make you money 24/7 and you will learn these valuable, but not often taught, skills.

Course Prerequisites: Prior working knowledge and experience with personal computers or instructor approval.

Student Learning Outcomes
• Understand the reasons and purpose of building a Web site.
• Understand and be able to use basic XHTML.
• Learn how to use a Web editor.
• Learn how to plan and construct a Web site.
• Understand and implement how to create interaction on a site.
• Learn how to add a shopping cart a Web site.

It all begins with ME
MATH EMPOWERMENT
A SUSTAINABLE PLAN FOR SUCCESS IN MATHEMATICS
## Web Design Tools Schedule: (Please feel free to work ahead)

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<tr>
<th>Sec #</th>
<th>Dates</th>
<th>Chapter</th>
<th>Topic</th>
<th>Due</th>
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<tr>
<td>1</td>
<td>07/09/13 – 07/09/13</td>
<td></td>
<td>Orientation / Overview</td>
<td>Assignment 0</td>
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<td>2</td>
<td>07/10/13 – 07/11/13</td>
<td>1</td>
<td>Do You Need a Digital Presence?</td>
<td>Assignment 1</td>
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<td>07/12/13 – 07/13/13</td>
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<td>Illustrate Types of Digital Presences</td>
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<td>07/16/13 – 07/17/13</td>
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<td>Creating an Effective Web Site</td>
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<td>My Home Page</td>
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<td>07/22/13 – 07/23/13</td>
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<td>Get People to Your Web Site</td>
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<td>9</td>
<td>07/24/13 – 07/25/13</td>
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<td>Assignment 8</td>
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<td>Polish Up Your Web Site</td>
<td>Assignment 10</td>
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<td>08/01/13 – 08/02/13</td>
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<td>08/03/13 – 08/04/13</td>
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<td>Student Evaluations</td>
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<td>08/05/13 – 08/06/13</td>
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<td>Teacher Evaluations</td>
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<td>15</td>
<td>08/07/13 – 08/09/13</td>
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<td>Last chance to turn in late work</td>
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### Required or Recommended Materials

**Required Text:**

1. **Text:** There is no required book.

2. **Handouts:** Additional handouts may be required. Instructor will provide information on obtaining this material.

3. **Software:** Basic text editor.
Evaluation Procedures

Total points will be computed as follows.

- Discussion Board: 350 Points
- Assignments: 650 Points
- Total: 1000 Points

**Discussion Board:** The course Discussion Board is a tool that allows us to communicate with each other in an asynchronous manner. Throughout the semester various questions will be placed on the board. To get maximum credit it is expected that your initial response be at least two paragraphs. It is also strongly encouraged that you respond to the posts of your fellow students (note: in the event there is one student in the class the discussion board will still be used as a way for the student and teacher to communicate ideas). Using the discussion board is easier than sending back and forth e-mails.

350 Points

**Assignments:** The assignments are a way of reinforcing what you are studying in the course. 650 points

**Projects:** There will be two projects in this class. One will require building a small Web site and including multimedia elements like video. The other will be using Director to create a movie. If there are enough students in the class, these may be done as a group project. Otherwise, the projects will be done individually. 400 points

Grading Scale

Grades for the course will be assigned using the following scale:

- A: 90 - 100%
- B: 80 - 89%
- C: 70 - 79%
- D: 60 - 69%
- F: 0 - 59%

Exams and Assignments

There are no tests in this class. Yea!!!

Withdrawal Policy

If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by **Thursday, August 01, 2013**. Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. See institutional policies for additional information on withdrawals.

Attendance Policy

Students are expected to meet all deadlines and must be actively participating in the course.
Assignments

All assignments and labs will be submitted through eCampus. You will have one-week grace period to submit your assignments and labs. You will be assessed a penalty for each day it is late one-week after the due date on the schedule. Remember the worst grade you can get is a zero so always turn in your work—even if it is late.

Posting of Grades

Grades will be posted under My Grades in Blackboard.

INSTITUTIONAL POLICIES

Academic Honesty

Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

ADA Statement

If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 972-860-8119.

Emergency Alert

Sign up for DCCCD Emergency Alerts to receive a text-message, e-mail and/or phone call when there is an unscheduled evacuation or closure of a DCCCD campus or office because of weather closures, utility outages, police or other emergencies. Subscribing is free, but standard text message charges from your cell phone provider will apply. Please refer to: http://www.dcccd.edu/SS/OnlineSvs/EmergAlerts/Pages/default.aspx

Financial Aid

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.

Religious Holidays

Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.

Repeating this Course

Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the DCCCD Colleges since the fall 2002 semester. More information is available at: https://www1.dcccd.edu/catalog/ss/oep/third_attempt.cfm
**Student Code of Conduct**  
As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at:  
https://www1.dcccd.edu/catalog/ss/code.cfm

**Stop Before you Drop**  
For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop.

You may drop no more than six courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions.

Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops

**Where do I get help?**  
If you need help with this course, this is the order you should follow:

1. Your classmates (assuming you’re not the only one in the class)
2. Tim Xeriland (email: txeriland@dcccd.edu / phone: 972-860-8239)
3. Ginnette Serrano-Correa (email: gcorrea@dcccd.edu / phone: 972-860-8109)

Technical Assistance (Problems with BlackBoard / phone: 972.669.6402)

**Disclaimer**  
The instructor reserves the right to amend this syllabus as necessary.