I. COURSE INFORMATION
A. ITSE-1401
B. 4 credit hours
C. Textbooks — both are available to rent for your iPad
   1. UNTIL SPRING BREAK:
      HTML5 and CSS: Introductory, 7th Edition
      Denise M. Woods
   2. AFTER SPRING BREAK:
      The Web Collection Revealed Premium Edition:
      Sherry Bishop, BSBA, MEd (retired); Jim Shuman, MBA; Elizabeth Eisner Reding
D. Prerequisites: None

II. COURSE DESCRIPTION: This course focuses on the overall website production process. Particular emphasis is placed on design elements involving layout, navigation and interactivity.

III. LEARNING OUTCOMES
A. Understand website architecture
B. Understand the principles of graphic & content creation for online media
C. Understand graphic design principles
D. Task-appropriate software tool selection
E. Understand distinctive attributes of the web as a unique medium
F. Understand web animation techniques
G. Understand website accessibility, implementation and hosting
H. Know media skills necessary to become a web designer

IV. MAJOR CONTENT AREAS
A. Basic website creation
B. Web page elements and production tools and process
C. Variety of designs
D. Accessibility and internationalization
E. Media creating
F. Testing and optimization
G. Implementation and hosting
H. Master lab skills
I. Documentation skills for maintaining web design
J. Create invoices and designer charges

V. ASSIGNMENTS (may include but are not limited to)
A. Readings
B. Assigned projects
C. Images and graphics
D. Dreamweaver editing
E. Conversion of .doc to .pdf
F. Adobe Acrobat form
G. Flash document
H. Adobe Captivate technology
I. Final project

VI. EVALUATION METHODS (may include but are not limited to)
A. Application projects
B. Discussions
C. Assignments
D. Attendance and participation
E. Final
<table>
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<tr>
<th>WEEK OF</th>
<th>ALL ASSIGNMENTS DUE THE FRIDAY BEFORE START OF NEXT CHAPTER</th>
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| Jan 5:  | **HTML: Ch 1 Intro to HTML**  
          **PRACTICE TEST:** After you complete the chapter - take the practice test — score must be 85 or greater  
          **APPLY YOUR KNOWLEDGE**  
          **IN THE LAB:** LAB 1 - Evaluating Web Sites  
          **CASES AND PLACES:** Page 32 - #2 Learn more about HTML5  
          **CHAPTER ONE TEST:** JAN 15 or JAN 16 |
| Jan 9:  | **HTML: Ch 2 Creating and Editing a Web Page**  
          **PAGES 34-78:** You must read Chapter 2 and do each step  
          **SAVE WORK TO:** T108/YOUR NAME/SPRING2015/  
          **PRACTICE TEST:** After you complete the chapter - take the PRACTICE TEST — score must be 85 or greater. email me score — show me practice test  
          **IN THE LAB:** Lab 3 Composing a Personal Web Page  
          **CHAPTER TWO TEST - JAN 29 or JAN 30** |
| Jan 26: | **HTML: Ch 3 Creating Web Pages with Links, Images, and Imbedded Style Sheets**  
          **PAGES 88-141:** READ Chapter 4 and complete each step as you read  
          **SAVE WORK:** T108/YOUR NAME/SPRING2015/CHAPT4  
          **PRACTICE TEST:**  
          **After you complete the chapter - take the practice test — score must be 85 or greater**  
          **IN THE LAB:** Lab 3 Composing a Personal Web Page  
          **CHAPTER THREE TEST - FEB 12 or FEB 14** |
| Feb 16: | **HTML: Ch 4 Creating Tables in a Web Site Using an External Style Sheet**  
          **PAGES 156-229:** READ Chapter 4 and complete each step as you read  
          **SAVE WORK:** T108/YOUR NAME/SPRING2015/CHAPT4  
          **PRACTICE TEST:**  
          **After you complete the chapter - take the practice test — score must be 85 or greater**  
          **IN THE LAB:** Lab 1 Creating a table with multiple images  
          **CHAPTER FOUR TEST - FEB 26 or FEB 27** |
| March 16| **TEXTBOOK #2 The Web Collection Revealed Premium Edition:**  
          Using Adobe Bridge to Manage Assets  
          Chapter 1. Getting Started with Dreamweaver |
| March 23| **Chapter 2. Developing a Web Page**  
          **Chapter 3. Working with Text and Cascading Style Sheets**  
          **TEST OVER CHAPTERS 1-3** |
| March 30| **Chapter 4. Adding Images**  
          **Chapter 5. Working with Links and Navigation** |
| April 6 | **Chapter 6. Positioning Objects with CSS and Tables**  
          **TEST OVER CHAPTERS 4-6** |
| April 13| **Chapter 7. Managing a Web Server and Files** |
| April 20| **Chapter 8. Getting Started with Flash**  
          **Chapter 9. Drawing Objects in Adobe Flash**  
          **TEST OVER CHAPTERS 7-9** |
| April 27| **Chapter 10. Working with Symbols and Interactivity** |
| May 4   | **Chapter 11. Creating Animations** |
| May 11  | **Chapter 12. Creating Special Effects**  
          **Chapter 13. Preparing and Publishing Applications** |
| May 18  | **TEST OVER CHAPTERS 10-13**  
          **FINAL — FINISHED PROJECT** |
**Obtaining Final Course Grades Using eConnect**

Final Grade Reports are no longer mailed. Convenient access is available online at [www.econnect.dcccd.edu](http://www.econnect.dcccd.edu). Use your identification number when you log onto eConnect, an online system developed by the DCCCD to provide you with timely information regarding your college record. Your grades will also be printed on your Student Advising Report, which is available in the Admissions Office.

**Eastfield College Email Policy**

Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. For information on setting up a DCCCD student email account go to: [http://www.dcccd.edu/netmail/home.html](http://www.dcccd.edu/netmail/home.html)

**Attendance Policy:**

Students are expected to attend all classes and are fully responsible for their attendance. No attendance grade is applied to your course grade. Further, students are expected to arrive on time with no one being admitted to the classroom after 10 minutes past the start time. To be counted as present you must sign the attendance sheet passed around at the start of each lecture. Missed work cannot be ‘made-up’ and absences will result in a grade of zero for any classroom or laboratory work performed by the class during that period unless excused by the instructor. To be excused the student must provide a written request detailing the reasons for the absence. Approval of the excuse is solely at the discretion of the instructor. Note: student's may miss and exam and request a make-up exam only under extreme circumstances. All such requests must be supported by a signed medical excuse or document clearly outlining the unavoidable nature of the absence. The excuses must include a telephone number and the reason for the absence will be verified by the instructor.

**Financial Aid Statement**

If you are receiving Financial Aid grants or loans and are enrolled in a Distance Learning class, you must show participation in this class prior to the certification date by either e-mailing or contacting the instructor or logging on to eCampus. 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 funds.

**Repeating This Course: (Third Attempt to Enroll in a 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. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in additional tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 Semester. See Third Attempt to Enroll in a Course at: [http://www.dcccd.edu/thirdcourseattempt/](http://www.dcccd.edu/thirdcourseattempt/)

**Academic Honesty**

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.

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 at [http://www1.dcccd.edu/cat0506/ss/code.cfm](http://www1.dcccd.edu/cat0506/ss/code.cfm)

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student's test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You will be given a failing grade on any assignment or test upon which you cheat and depending upon the severity you can be failed for the class, or you can even be suspended from college.

**Food and Drink Policy**

Food, drinks, and tobacco products are prohibited in Eastfield College classrooms.

**ADA Statement**

Students with a physical, mental or learning disability who require accommodations should contact the college Disability Services Office in C237. Call 972.860.8348 or email [efcdso@dcccd.edu](mailto:efcdso@dcccd.edu). For more information: [http://www.eastfieldcollege.edu/SSI/DSO/index.html](http://www.eastfieldcollege.edu/SSI/DSO/index.html)

**Religious Holidays**

Absences for observance of a religious holy day are excused. Notification of the absence must be given to the instructor in writing at least two weeks prior to the date of the holy day. A student whose absence is excused to observe a religious holy day is allowed to contract with the instructor to take a make-up examination or complete an assignment within a mutually agreed upon time after the absence.
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 Nov. 14. 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. For more information about drop deadlines, refer to the current printed Credit Class Schedule, contact the Admissions/Registrar's Office at 972-860-7167, or contact the division office.
If you drop a class via eConnect, make sure to print a copy of the confirmation and keep the copy. In the event of a discrepancy it will be the responsibility of the student to provide documentation of having dropped the class.

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 6 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 6 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

Family Educational Rights and Privacy Act of 1974 (FERPA)
In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of study and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

Classroom Etiquette
During the lecture students are encouraged to participate by asking questions directed to the instructor. However, talking with fellow students during the lecture is strictly forbidden and may result in your being removed from the classroom. Except for extreme circumstances students may not leave the classroom early and if they do so may not return until the end of the lecture. In accordance with Eastfield College policy, no food or drink is permitted in the classroom or laboratory.
Cell phones and pagers must be turned off or placed on mute in the classroom and laboratory. Under no circumstances may student’s text or make or receive phone messages while in the classroom or laboratory. Students observed using their cell phones during class time will be asked to leave the room and will receive a grade of zero for all work performed during that period. All rules, regulations, and guidelines promulgated in the current DCCCD catalog regarding the Student Code of Conduct will be enforced. Violators will be asked to leave the classroom and will be assigned a zero for all work done that day. Habitual violators will be dismissed from the class and receive a grade of “F” for the course.

The institution strives to protect an environment most conducive to teaching and learning for all enrolled students.

Children who are taking part in organized scheduled activities or Children on Campus
The institution strives to protect an environment most conducive to teaching and learning for all enrolled students. Children who are taking part in organized scheduled activities or who are enrolled in specific classes are welcomed. Minor children, however, should not be brought to the institution unless closely supervised by their parent. Minor children should not be brought into classrooms, laboratories or other facilities of the college. This practice is disruptive to the learning process. In the case of an emergency where the student-parent has no alternative but to bring the child to campus, classroom faculty or the administrative heads of other units have full discretion as to whether a child may be allowed to quietly stay in the location. These individuals may require that children be removed by the student-parent from the setting if, in their opinion, the presence of the child is deemed to be disruptive to the learning process. For reasons of security and child welfare the institution will not permit unattended children to be left anywhere on the premises. Parents who have problems with childcare should visit the Counseling and/or Advisement Center to receive referrals to childcare services in the area.

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