**Course Information** | **Instructor Information**  
---|---  
Web Design Tools | Tim Xeriland  
Winter 2015 | txeriland@dcccd.edu  
ITSE 1301-92400 | 972-860-8239  
INET | A108B, Mon-Thurs 1pm-3pm (Best to make an appointment)  

**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.

**Required Materials Including Textbooks (include ISBN)**  
*Note: A minimum of 9 hours per week should be devoted to course material outside of class time*

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.

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

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**Texas Core Objectives for Student Learning**  
The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the following skills are in focus.

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication
3. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
5. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making
6. **Social Responsibility:** to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**Student Learning Outcomes**  
- Understand the reasons and purpose of building a Web site.
- Understand and be able to use basic HTML.
- 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.

CVC Learning Signature
CVC’s Learning Signature is One College Transforming Lives. Cedar Valley College establishes clear expectations for students through engagement and empowerment leading to excellence.

CVC Faculty and Staff expect students to:
• take responsibility for their own learning
• commit to achieving high academic performance
• be meaningfully engaged in the campus community

CVC Faculty and Staff expect to:
• provide students a clear pathway of instruction
• establish clear learning outcomes
• serve as role models and mentors for students

Course Outline
For maximum success in this course you should spend a minimum of 30 hours per week working on course material.

Web Design Tools Schedule: (Please feel free to work ahead)

<table>
<thead>
<tr>
<th>Sec #</th>
<th>Dates</th>
<th>Chapter</th>
<th>Topic</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12/18/15 – 12/18/15</td>
<td></td>
<td>Orientation / Overview</td>
<td>Assignment 0</td>
</tr>
<tr>
<td>2</td>
<td>12/19/15 – 12/20/15</td>
<td>1</td>
<td>Do You Need a Digital Presence?</td>
<td>Assignment 1</td>
</tr>
<tr>
<td>3</td>
<td>12/21/15 – 12/22/15</td>
<td>2</td>
<td>Illustrate Types of Digital Presences</td>
<td>Assignment 2</td>
</tr>
<tr>
<td>4</td>
<td>12/23/15 – 12/24/15</td>
<td>3</td>
<td>Introduction to HTML</td>
<td>Assignment 3</td>
</tr>
<tr>
<td>5</td>
<td>12/25/15 – 12/26/15</td>
<td>4</td>
<td>Web Authoring Tools</td>
<td>Assignment 4</td>
</tr>
<tr>
<td>6</td>
<td>12/27/15 – 12/27/15</td>
<td>5</td>
<td>Creating an Effective Website</td>
<td>Assignment 5</td>
</tr>
<tr>
<td>7</td>
<td>12/29/15 – 12/29/15</td>
<td>6</td>
<td>My Home Page</td>
<td>Assignment 6</td>
</tr>
<tr>
<td>8</td>
<td>12/30/15 – 12/31/15</td>
<td>7</td>
<td>Get People to Your Web Site</td>
<td>Assignment 7</td>
</tr>
<tr>
<td>9</td>
<td>01/01/16 – 01/01/16</td>
<td>8</td>
<td>Add Interaction to Your Web Site</td>
<td>Assignment 8</td>
</tr>
<tr>
<td>10</td>
<td>01/02/16 – 01/02/16</td>
<td>9</td>
<td>Taking Orders and Accepting Payment Online</td>
<td>Assignment 9</td>
</tr>
<tr>
<td>11</td>
<td>01/03/16 – 01/03/16</td>
<td>10</td>
<td>Polish Up Your Web Site</td>
<td>Assignment 10</td>
</tr>
<tr>
<td>12</td>
<td>01/04/16 – 01/04/16</td>
<td></td>
<td></td>
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<tr>
<td>13</td>
<td>01/05/16 – 01/06/16</td>
<td></td>
<td>Student Evaluations</td>
<td></td>
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<tr>
<td>14</td>
<td>01/07/16 – 01/08/16</td>
<td></td>
<td>Teacher Evaluations</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>01/09/16 – 01/10/16</td>
<td></td>
<td>Last chance to turn in late work</td>
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</tbody>
</table>

Evaluation Procedures
Total points will be computed as follows.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Discussion Board</td>
<td>350</td>
</tr>
<tr>
<td>Assignments</td>
<td>650</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>
**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 emails. *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*

Exams and Assignments There are no tests in this class. Yeaaa!!

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 **Wednesday, December 16, 2015**. 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.

Service Learning

The College offers a Service Learning Program that allows students to earn recognition for hours worked in a volunteer program with a local organization. See the Cedar Valley College web site for additional information. [http://www.cedarvalleycollege.edu/CommunityMembers/Lists/WebPages/DispForm2.aspx?List=4910a51c%2D65b2%2D4293%2D9ecd%2D5f5aa383b44d&ID=17](http://www.cedarvalleycollege.edu/CommunityMembers/Lists/WebPages/DispForm2.aspx?List=4910a51c%2D65b2%2D4293%2D9ecd%2D5f5aa383b44d&ID=17)

Stop Before you Drop

Under a Texas law (TEC Section 51.907), if you drop too many classes without having an acceptable reason, **your GPA could be affected.** Be sure you understand how this law may affect you before you drop a class.

The law applies to students who enroll in a Texas public institution of higher education (including the colleges of DCCCD) for the first time in fall 2007 or later. Under this law, you may not drop more than six classes without an acceptable reason during your entire undergraduate career without penalty. For more information, please see our [catalog](http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdraw.aspx) or read Facts About Dropping Classes.

If you drop or withdraw before the official drop/withdrawal deadline, you will receive a grade of W (Withdraw) in each class dropped until the seventh unacceptable drop. You will earn a grade of WF for the seventh unacceptable drop, and each unacceptable drop after that. A grade of WF will be calculated in your GPA as an F.

The deadline for receiving a W is indicated on the [academic calendar](http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdraw.aspx) and the current class schedule. For more information, you may access: [http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdraw.aspx](http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdraw.aspx)
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 Dallas County Community Colleges since the fall 2002 semester. More information is available at: [http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx](http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx)

**Attendance Policy**

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

**Where do I get help?**

If you need help with this course, this is the order you should follow:

1. Your classmates (Studies show it is best to get help from peers).
2. Tim Xeriland (E-mail: txeriland@dcccd.edu / phone: 972-860-8239)
3. Technical Assistance (Problems with BlackBoard / phone: 972-669-6402)

: [http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx](http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx)

**QUALITY ENHANCEMENT PLAN**

Cedar Valley College's Quality Enhancement Plan is designed to improve student learning in mathematics. Read more about our QEP at: [http://www.cedarvalleycollege.edu/QEP/default.aspx](http://www.cedarvalleycollege.edu/QEP/default.aspx)

**INSTITUTIONAL POLICIES**

**Academic Advising**

Academic Advising is a collaborative educational process whereby students and their advisors are partners in meeting the students' academic, personal, and career goals. This partnership is a process that is built over the student’s entire educational career at Cedar Valley College.

Educational planning is available to all students. First time in college students must meet with academic advisors prior to enrolling in classes; however, continuing students may choose to see faculty advisors, faculty counselors, and/or program coordinators after classes begin. All parties have clear responsibilities for ensuring a successful partnership. For more information, you may access: [https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf](https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf)

**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. See Also Student Code of Conduct.  
https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC

**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.

**Health Center Services**

Basic first aid for minor cuts, scrapes, insect stings, and heat, etc.

- Over-the-counter medications for headaches, fever, seasonal allergies, and colds
- Over-the-counter medications for mild allergic reactions
- Emergency sanitary pads
- Blood Pressure check
- Coordination with outside health agencies such as Carter Blood Care; Dallas County Health Dept. (HIV/STD testing--free, twice a semester); UT Southwestern mobile mammography; Immunizations once a month for children <19 y.o. from the DCDHHS; Agape Massage; and Employee Wellness Screening
- Rest area for stress relief, migraine headaches, post seizure activity
- AED (Automatic External Defibrillator) for CPR
- Student Health101, e-magazine  
http://readsh101.com/go2cedarvalleycollege.html
- Confidential "talks"
- Assists with health related club activities when asked and time permits

**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.