



Web Page Design I

Course Syllabus and Guidelines

Regular Semester – Summer 2007

Houston Community College Southwest • West Loop Center

Program: Digital Communication

IMED 1316 • CRN 87931 • credit: 3 semester hours (2 lecture, 4 lab)

Start Date: Tuesday, 5 June 2007 • End Date: Thursday, 9 August 2007

Class meets Tuesdays and Thursdays from 5:45pm to 9:00pm • WLOP, Room 131

Final Presentation: Thursday, 9 August 2007

Instructor: Gail W. Issen • Telephone: 713.718.7895 (leave message)

Email gissen@sbcglobal.net

Digital Communications Department Web Site: <http://swc2.hccs.edu/digicom/>

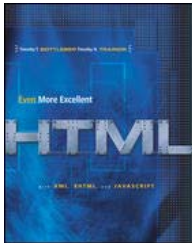
Class URL: <http://digicom1.hccs.edu/instructors/gissen/imed1316/>

Course Description:

IMED 1316 • Web Page Design I: Prerequisite: ARTC 1313 and ITSC 1313.

Instruction in Internet web page design and related graphic design issues including markup languages, web sites and browsers. 3 credits (2 lecture, 4 lab)

Required Textbook and Materials:



Gottleber, Timothy and Trainor, Timothy, ***Even More Excellent HTML***, Publisher: McGraw Hill, 2003, ISBN: 0072561785.

This is a required text and is available through online book vendors or from the HCC Bookstore.



Wyke-Smith, Charles, ***Stylin' With CSS: A Designer's Guide***, Publisher: New Riders, 2005, ISBN-10: 0-321-30525-6.

This is a required text and is available through online book vendors or from the HCC Bookstore.

- At least one external storage device such as a USB storage device, or a portable hard drive)
- One ream of laser paper, 22 to 24 weight, for laser printers

Software Used:

- Web browser
- Text editor
- Basic bitmap software
- FTP client

General Requirements/Objectives:

- Complete and comprehend the objectives and technologies involved in all graded assignments.
- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
- Complete all reading assignments pertaining to the subject matter of this course.
- Attend class regularly, missing no more than 12.5% of instruction and lab time.
- Arrive at class promptly and be prepared with the necessary books, storage media, assignments, and anything else required.
- Exhibit safe and courteous lab habits.
- Develop and share knowledge with fellow students.
- Participate in keeping labs clean and organized; shutting down computers when finished; abiding by the lab rules; showing respect for instructors, fellow students, and lab assistants.
- Participate in class discussions and critiques.
- Demonstrate the ability to communicate in a clear, coherent manner.
- Turn in all assignments on time and in the manner required by the instructor.
- Demonstrate the ability to use computer-based technology and software applications as it applies to the given class.
- Understand and be proficient in computer file management, including saving and retrieving files.
- When possible, demonstrate the ability to use and understand both Macintosh and Windows operating systems.
- Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
- Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignments, including a written statement describing project concepts and processes.
- Demonstrate ability and creativity in using computer-based technology in communicating, solving problems, and acquiring information.
- Accept responsibility for personal understanding of course requirements and degree plan.

Competencies:

Upon satisfactory completion of the Web Production course, students will use Web authoring computer software to demonstrate the following competencies:

- Identify how the Internet functions with specific attention to the World Wide Web, e-mail, and file transfer.
- Develop well-formed HTML code, set to the XHTML standard.
- Demonstrate proficiency in the use of lists, tables, frames, forms, and Cascading Style Sheets to create interactive web pages.
- Create, design, test, and debug a Web site.
- Use FTP software to upload files to a server and manage the remote site.
- Use e-mail to communicate needed information to the instructor.

Course/Lab Policies:

1. Students are responsible for adhering to all guidelines, procedures, and requirements indicated in the assignments and project handouts for the course.
2. Work turned in past the given deadline will receive a failing grade.
3. No handwritten work will be accepted.
4. For the protection of the equipment, no food or drinks are permitted in the HCCS computer labs.
5. No make-up tests or classroom exercises will be given.
6. Information covered in class will not be repeated for students who are tardy or absent. Students are responsible for getting lectures and assignments missed from other students.
7. Plagiarism is unacceptable and will result in an automatic F for the assignment and possible expulsion from the course.
8. No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules may result in expulsion from both the class and the lab.
9. Lab time during this class is for this course only. Students present in the lab during lab time are fully expected to use that time for this class. Students doing work for other courses will be asked to leave.
10. ALL cell phones, pagers, and beepers must be switched to silent mode. Your right to talk on a phone in class stops at the rest of the class' right to distraction-free instruction. If you must take a call, you are expected to leave the classroom before answering the phone or beginning a conversation.

11. Students using a college lab are expected to conduct themselves in a professional manner. Those who do not conduct themselves in an appropriate fashion will be asked to leave and then must leave without argument. When lab time is over, students must leave without protest.
12. No outside software may be brought into the college's labs nor may it be installed on HCC computers.
13. Students may not connect peripherals (with the exception of external USB storage devices) to any HCC computer nor change out mice.
14. Workstations with a scanner attached are to be used for scanning only.
15. Students are required to sign in and have their paid receipt in their possession whenever they are using an open lab. If you are asked to show your receipt to a lab aide and cannot produce it, you will be asked to leave the lab.
16. Only those students registered for HCC's Digital Communication courses are allowed to use Digital Communication labs. No children, spouses, parents, friends, or pets are allowed in the labs. It is college policy that children are not allowed on campus at any time – no exceptions.
17. Students who wish to drop a course or who are unable to complete it are personally responsible for doing so by the given withdrawal date. Students who have not attended a class session prior to the day of record will automatically be withdrawn from the class on that day of record.
18. Students are expected to apply for web space on the HCCS server. All completed assignments are to be uploaded to their web space on that server by the given deadlines.
19. Assignments should always be saved to a student's portable storage device. The department is not responsible for student files deleted from servers or lab computers.

Students may find the following information in the student handbook and college catalog:

- Withdrawal Policy
- Refund Policy
- Plagiarism Policy
- Attendance Requirements
- Grading Scale

Students are advised to become familiar with the HCC policies in the current student handbook and college catalog. There is no excuse for ignorance of these policies.

"The Houston Community College System seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age, or handicap. This policy extends to employment, admission, and all programs and activities supported by the college."

Students with Disabilities:

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Services Office at the respective college at the beginning of each semester.

Faculty are authorized to provide only the accommodations requested by the Disability Support Services Office. If you have any questions, please contact the disability counselor at your college or Donna Price at 713-718-5165.

Students with verifiable disabilities that offer legal protection under the Americans With Disabilities Act may receive reasonable accommodations to assist in succeeding in the course. If you have a disability and wish to receive such reasonable accommodations, you must see the ADA counselor for HCC-Southwest, Dr. Becky Hauri, at 713.718.7909. Deaf/Hard of Hearing students may reach offices through Relay Texas, 1-800-735-2988.

Without a recommendation from Dr. Hauri, the instructor cannot make such accommodation.

Attendance:

The HCCS Catalog states, "A student may be dropped from a course for excessive absences after the student has accumulated absences in excess of 12.5% of the hours of instruction (including lecture and laboratory time)." For a summer class that meets twice a week, that is equivalent to 3 classes missed.

Attendance will be taken during the first 30 minutes of each class session. Attendance is considered to be part of class participation. Regardless of earned grades, the instructor reserves the right to issue administrative withdrawals for all students who have missed at least 3 classes. Even if a student's work and grades are excellent, he or she will be dropped from the course for excessive absences. There is no difference, in the instructor's view, between excused and unexcused absences.

This policy does not discriminate on the basis of race, color, religion, national origin, citizenship, sex, sexual orientation, age, or disability.

International students who may become affected by this policy are advised to contact the Houston Community College Southwest International Students Advisor, Dr. Michael Evans at 713.718.7751.

It cannot be stressed enough - it is the student's responsibility to keep track of his or her own absences.

To summarize: If you enrolled in a 10-week summer class that meets twice a week, you can be dropped from the class after the *third* absence. Again, absences are absences, whether excused or unexcused. Do not bother presenting excuses, written or otherwise, for excessive absences.

International students in the United States on a student visa are expected to remain enrolled in a minimum of 12 credit hours for the semester. If you choose to not attend class, you risk the consequences of your actions. The instructor does not bear any responsibility for those consequences. The student is the sole bearer of that responsibility.

NEW COURSE REPEATER POLICY:

Beginning in the Fall 2006, students who repeat a course for a third or more times will incur a tuition/fee increase of \$50/credit hour additional fee at HCC and other Texas public colleges and universities. Please ask your instructor and/or counselor about opportunities for tutoring/other assistance prior to considering course withdrawal or if you are not receiving passing grades.

Scholastic Dishonesty:

The following excerpt is from the HCCS Student Handbook:

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

“Scholastic dishonesty” includes, but is not limited to, cheating on a test, plagiarism, and collusion.

“Cheating” on a test includes:

- Copying from another student’s test paper;
- Using materials during a test that are not authorized by the person administering the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test not yet administered;

“Plagiarism” is the appropriation of another’s work and the unacknowledged incorporation of that work in one’s own written work offered for credit.

“Collusion” means the unauthorized collaboration with another person in preparing written work offered for credit.

Violations:

Possible punishment for academic dishonesty may include a grade of “0” or “F” on the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. A recommendation for suspension or expulsion will be referred to the College Dean of Student Development for disciplinary disposition.

Students who wish to appeal a grade penalty should notify the instructional supervisor within 30 working days of the incident. A standing committee appointed by the College Dean of Instruction (Academic or Workforce) will convene to sustain, reduce, or reverse the grade penalty. The committee will be composed of two students, two faculty members, and one instructional administrator. A majority vote will decide the grade appeal, and is final.

Grading:

Your work will be evaluated according to the following criteria:

- Adherence to the assignment: Although you may go beyond the demands of the assignment, you must meet the outlined requirements. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.
- Appropriateness: Follow the assignment guidelines and matters of good taste.
- Level of difficulty: More sophisticated work may receive higher scores.
- Layout: Consider balance of elements, use of white space, skillful use of fonts, sizes, and styles.
- Quality of Execution: Strive for excellence. All work should be an attempt at portfolio quality. Only work deemed by the instructor to be of portfolio quality will receive an A grade.

Using the above criteria, your work will be assessed on five levels:

A Exceptional (This means you have gone beyond the requirements and have reached portfolio quality.)

B Excellent (This means you have met the requirements.)

C Acceptable (This means that your work is of an average quality and needs improvement).

D Not good enough (Although it is passing, you'll need to repeat the course for it to count toward your degree or certificate.)

F Fail

These letter grades have corresponding percentage scores. The letter grades correspond to the percentage grades as follows:

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

You will be able to view your final course grade by going to the HCCS Web site at <http://hccs.edu/> by 17 August 2007. The course grade will be based on the following:

Assignments	20 percent
Midterm project	20 percent
Midterm exam	20 percent
Final project	40 percent

Important Dates:

Tuesday, 5 June	First day of class
Thursday, 7 June	Last day to Drop/Add/Swap
Thursday, 19 July	Last day to drop classes with a grade of W (4:30pm)
Tuesday, 7 August	Last day of Instruction
Thursday, 9 August	Final class session
Friday, 17 August	Grades available to students

Projects:

Projects must be uploaded to the DigiCom server when submitted. To notify the instructor that your work has been completed, submit an e-mail message to the instructor **with your name and project name in *the subject line***. This is the e-mail address for submitting assignments:

gissen@sbcglobal.net

Give the exact URL, including the complete file name. If you do not submit notification that the assignment is ready, the instructor will assign a zero grade. As using e-mail is one of the competencies of this course, you must submit a notice in order to receive credit for your work.

There are no exceptions.

Tutorial Assignments:

The *Bridges of the American West* tutorial serves as a practice of the concepts covered in class. **Completion of these tutorial lessons is required.** You must submit your completed lessons by the due date noted in the syllabus. These tutorial exercises are for grades and will have a bearing on your final grade.

Midterm Assignment:

Your midterm assignment is to build a three-page Web site. You must link these pages to each other, and the site must include the features noted on the Web Site Evaluation form on the class Web site. It is suggested that you download the form and use it as a checklist in completing your midterm project.

The topic is left to your choice, provided it meets the guidelines set forth in your agreement when you apply for HCC server space. You may choose to use the same topic for both midterm and final projects. However, if you do so, you must add the specified number of pages to the Web site for the final project. You may not count the same pages twice. Also, you must develop your Web site in Notepad or TextPad if you are using the Windows platform or in SimpleText on a Macintosh. You may not use any other Web authoring tools. The midterm project is due at the start of class on July 3, 2007.

If you have any questions regarding the project, it is your responsibility to ask the instructor.

Final Project

The final assignment must include the features noted on the Web Site Evaluation form on the class Web site. It is suggested that you download the form and use it as a checklist in completing your final project.

You will construct a Web site for your final project. This site must include a minimum of five HTML documents. If you use the same topic for both midterm and final projects, you must develop five **new** pages for the final assignment. If you completely re-work the three pages from your midterm project, you may count them as three of the five final pages.

These documents must be linked to each other. The subject matter of the Web site is your choice as long as it meets the policy guidelines set forth in the Web Site Agreement.

The final project must be on the DigiCom server ready for presentation at the beginning of the class session on August 9 2007. NOTE: Your project must be loaded and operational on the DigiCom server. No other server will be allowed for submitting the project. As a safety measure, be sure that you can present it from a local drive in the event the server cannot be accessed. When you present the project, be prepared to do the following:

- Explain what was involved in the development of the Web site
- Explain any problems you encountered with the project;
- Explain how you solved those problems.

No late projects will be accepted. Anyone attempting to turn in projects after the deadline will receive an automatic zero grade. No exceptions.

If you have any questions regarding the project, it is your responsibility to ask the instructor.

Weekly Schedule:

The following is a tentative outline of class discussion topics and is subject to variations as we progress through the semester. Students will be informed of any changes.

June 5, 2007 – HTML Overview

Reading: Gottleber, Chapter 1

Discussion Topics:

- Introductions / Syllabus / Register for HCCS Web space
- Student profile sheets
- Course requirements and grading
- Introducing the Internet
- Parts of the Internet
- How data is transferred across the Internet
- Browsing the Web
- Downloading
- FTP clients and uploading files
- Using e-mail

Assignment: Apply for student web space on the DigiCom web server. You must have your account created June 7 2007 at the beginning of class.

June 7, 2007 – Creating a Web Page / Styles

Reading: Gottleber, Chapter 2, 5

Discussion Topics:

- Review of computer file management
- Introducing your HTML authoring tool
- Text editors vs. WYSIWYG editors
- Considerations in web design
- Getting started with HTML
- Creating a basic template page
- Writing well-formed code
- Saving HTML files
- Using a filing system
- Parts of an HTML page
- Creating a web page
- Inline styles and Cascading Style Sheets
- Spacing and layout

Assignment: Complete *Tutorial Two — Getting Started With HTML*. Due June 12 2007 at the beginning of class. Late assignments will not be accepted.

June 12, 2007 –Characters / Copyright / Lists / File Relationships / Hyperlinks
Reading: Gottleber, Chapter 3, 4

Discussion Topics:

- META tags: Character sets
- Special characters and entities
- Copyright considerations
- File/document relationships (pathing)
- Horizontal rules
- Background colors and images
- Ordered and unordered lists
- Formatting the tag
- Nesting lists
- Various types of lists
- List usage
- Hyperlinks: internal / external

Assignment: Complete Tutorial Three — Lists, Backgrounds and Hyperlinks.
Due June 14 at the beginning of class. Late assignments will not be accepted.

June 14, 2007 - Cascading Style Sheets / the “Box” Model

Reading: Gottleber, Chapter 8

**Wyke-Smith (CSS Book), pgs. 29-49 (“How CSS Works”)
and 97-99 (“The Box Model”)**

Discussion Topics:

- DOCTYPEs and Validating your pages
- Using internal Cascading Style Sheets
- Using the Box Model

Assignment: Complete Tutorial Four — Internal Cascading Style Sheets. Due June 19 at the beginning of class. Late assignments will not be accepted.

June 19, 2007 – Images

Reading: Gottleber, Chapter 6

Discussion Topics:

- Inserting images
- Using color on the Internet

Assignment: Complete Tutorial Five — Images and Colors. Due June 21 at the beginning of class. Late assignments will not be accepted.

21 June 2007 – More CSS – fonts, positioning, and layout

Reading: Gottleber, Chapter 7

Wyke-Smith (CSS Book), pgs. 67-77 (“Fonts”), 113-122 (“Positioning”), and 125-139 (“Layout”)

Discussion Topic:

- Fonts, element positioning, and layout using CSS
- Work on midterm project. Project is due for presentation on 03 July 2007.
- Midterm Project prospectus

ALSO: Write a 200-word prospectus covering what you plan to do for your midterm project. Discuss the topic, concept, audience, and scope of your project. Also discuss why you view the subject as professional. If the instructor does not approve your project, this assignment will be rejected and returned to you to do again. Due June 26 at the beginning of class. Late assignments will not be accepted.

June 26, 2007 – Work on Midterm Projects

Topic:

- Work on midterm project. Project is due for presentation on 03 July 2007.

June 28, 2007 – Work on Midterm Projects

July 3, 2007 –Midterm Project Presentations / Midterm Exam Assigned

Topic:

- Midterm projects are due for presentation in class. No late assignments will be accepted. You must be ready to present your project from the server at the beginning of class. No exceptions.
- Midterm take-home exam assigned. This assignment is due on July 5, 2007.

July 5, 2007 – Midterm Exam Due / Tables (for data and layout)
Reading: Gottleber, Chapter 7

Discussion Topic:

- Midterm exam DUE! Upload your pages, and e-mail the instructor with the URL to your work.
- (*lecture*) Creating tables for data
- Using tables for page layout

Assignment: Complete *Tutorial Six —Tables and Internal CSS*. Due July 10 at the beginning of class. Late assignments will not be accepted.

July 10, 2007 – External CSS
Reading: Gottleber, Chapter 8

Discussion Topic:

- Building external CSS

Assignment: Complete *Tutorial Seven — External CSS and Templates*. Due July 12 at the beginning of class. Late assignments will not be accepted.

July 12, 2007 – Interactive Images
Reading: Gottleber, Chapter 14

Discussion Topics:

- Image maps and mouse-sensitive images
- Simple image rollovers

Assignment: Complete *Tutorial Eight — Meta Elements and Image Maps*. Due July 17 2007 at the beginning of class. Late assignments will not be accepted.

July 17, 2007 – Frames / Forms
Reading: Gottleber, Chapter 10 -

Discussion Topics:

- Developing frames
- Content of frames
- Seamless frames
- Pros and cons of frames

July 19, 2007 –Forms
Reading: Gottleber, Chapter 11

Discussion topics:

- Handling user input with forms
- Designing forms
- Graphical buttons
- Drop-down lists
- Check boxes
- Radio buttons

Assignment: Complete *Tutorial Nine — Form Elements*. Due July 26 2007 at the beginning of class. Late assignments will not be accepted.

July 24 2007 –Forms
Reading: Gottleber, Chapter 11

Discussion topics:

- Continue with discussion about Forms.

Assignment: Complete *Tutorial Nine — Form Elements*. Due July 26 2007 at the beginning of class. Late assignments will not be accepted.

July 26 2007 – Search Engines / Page Optimization / Accessibility
Reading: Gottleber, Chapter 16

Discussion Topics:

- Search engine visibility and ranking
- META tags: Keywords and Descriptions
- Web page optimization
- Accessibility Issues
- the robots.txt file

Assignment: Final project prospectus is due July 31.

Work on final project. The project is due for presentation at the beginning of the class period on August 9, 2007. No late projects will be accepted. If the project is not complete to your satisfaction, you must submit whatever you have done. See Final Project section of this syllabus for details.

July 31, 2007 – Lab time. Work on final project.

Discussion Topics:

- Discuss student plans for final project

August 3, 2007 – Work on Final Project

Topic:

- Work on final project. The project is due for presentation at the beginning of the class period on August 9 2007.

August 7, 2007 – Work on Final Project

Topic:

- Work on final project. The project is due for presentation at the beginning of the class period on August 9 2007.

August 9, 2007 – Final Project Presentation

Topic:

- Presentation of final projects will begin at the start of the class session, August 9 2007. Absolutely no late assignments will be accepted. If your work is not complete, submit what you have done.