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Course Syllabus

ISMG 2800: Designing for the Web

Spring 2016

Instructor: Dr. Dawn Gregg
Office Hours: TTh 4:45-5:15 PM (in our classroom)
Office Location: 1475 Lawrence Street - Office 6000D
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(mailto:dawn.gregg@ucdenver.edu) **Home Page:** http://dawngregg.com (http://dawngregg.com/)

Objectives

Students examine how the Web is evolving to support a variety of business needs. The course covers the design and usability principals necessary for improving online interactions via traditional websites. Students develop an understanding of the principles of web page and web site design; Hypertext Markup Language, Cascading Style Sheets, online collaboration technologies, client scripting, frameworks and the process of publishing Web sites.

You will learn how to:

- Design a professional credible web site/presence
- Use HTML 5 and CSS 3 to create the website.
- Use Javascript to create code for your site

Course Materials

Required Texts:
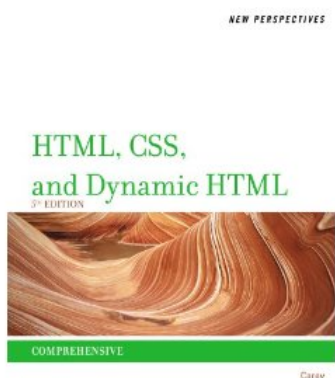
NEW PERSPECTIVES   **New Perspectives on HTML, CSS, and Dynamic HTML: Comprehensive**,
                          5th Edition, 2013

                          By: Partrick M. Carey

                          ISBN-10: **1111526435**
                          ISBN-13: **978-1111526436**

Required Tools:

We will be using a variety of tools in this course from tools that allow you to create and edit web pages.

Some tools we will be using:

- A text editor (Notepad on Windows, TextEdit on Mac)

- A browser (Internet Explorer, Firefox or Safari)
- An HTML (or WYSIWYG) editor (I will get you a link the first week of class)

Course Policies

Work Completion Policy

You should expect to spend between 8-12 hours per week on this course. This is an average time which includes the time you will need to complete the readings, videos, exercises, homework, quizzes and discussions that week. Do not expect to succeed in this course if you do not allocate minimum of 8-12 hours a week for this class!

I do not accept Assignments or tutorials late. There may be group/class discussions or solutions posted regarding the assignments immediately after they are due and thus it is imperative that work be complete ON TIME. You will lose 1% of the available points on an assignment or a tutorial for every minute it is late. Any assignment more than 1 hour and 40 minutes late will receive 0 points. It is your responsibility to have a working internet connection at the time of assignment submission.

Note: I do drop your lowest tutorial and and your lowest assignment grade at the end of the term.

Academic Honesty

All tutorials, assignments, and tests are to be done individually unless otherwise specified. All work submitted should include citations or other indications when others' work is included with your own. *Academic Dishonesty is not tolerated* and will result in minimum of a zero on the assignment / a one letter grade reduction in the course and reporting of the incident to the Business School's Internal Affairs Committee. The following are considered Academic Dishonesty:

- Copying the work of current or past ISMG 2800 students
- Plagiarism of material found in books, magazines or on the Web
- Work purchased from "paper mills" or a code writing service.
- Working collaboratively on individual assignments except to provide debugging/editing assistance
- Providing assignment solutions (total or partial) to any other ISMG 2800 student!
- Copying the files, design or paper submitted by a past or current ISMG 2800 student

Cheating on an exam will result in an automatic *F* for the course! The penalty for subsequent academic dishonesty incidents can involve removal from the IS program and/or from UC Denver.

The instructor may make use of anti-cheating services to ensure that submitted work is original.

Finally, cheating diminishes the value of your learning. If you find yourself struggling in this course, please contact the instructor!

Contacting Me

My office hours are posted at the top of this Syllabus. I am also available on other days and times either in my office, phone or online all you need to do is contact me and find a time we can meet.

My courses can be difficult and often students get to places in their assignments where they do not know what to do next. I encourage you to ask questions in class, office hours and via email. Always include the course number (ISMG 2800) and your name in the email.

When asking a question via email please do the following:

- Clearly give me a specific question.
- If you have an error message(s) you do not understand put a copy of the error message(s) in the email and attach your code so I can see where it occurs.
- If your code compiles but runs strangely describe the behavior and attach your code (e.g. I input the id and then nothing happens)

- If you do not understand what is expected - explain what parts of the assignment you do not understand.
- If you are having difficulty deciding how to approach a problem - describe to me what you think you should be doing and I will let you know what you have right & where you might be wrong.
- DO NOT email me and say here is what I have so far what do I do next.

As a general policy, I will respond to phone calls and emails within 24 hours. Typically, I can respond to emails within one to two hours during regular business hours and 4 to 5 hours during off hours. Face-to-face meetings can be scheduled by calling or emailing.

Course Design

Assignments & Exams

Learning to develop websites and write programs that run on the web involves doing. Students cannot just listen to a lecture and know how to create a website. The course includes numerous short exercises and longer assignments that give students practice solving realistic business problems. These are graded and returned as soon as possible so students know how they are doing in my class.

- *Tutorials*: Following my lectures and the readings students should complete the tutorial in the book for the week. This will give them the opportunity to use the skills discussed in the book. I will drop the lowest three tutorial grades at the end of the semester.
- *Assignments*: You will complete a short homework assignment most weeks. These assignments include: Design assignments where students will be responsible for creating and documenting their Web site designs, implementation assignments for the student to become comfortable with creating websites, coding assignments which allow students to be comfortable with creating and debugging JavaScript code, testing assignments which allow the students to become familiar with the testing requirements that must be satisfied before deploying any program or website. It is important for students to try and hand in every homework assignment - even if it does not work 100% correctly! I will drop the lowest assignment grade at the end of the semester.
  - **Compliance**: Assignments will be evaluated to determine whether the submission meets all of the requirements set forth in the assignment. That is - did the student implement a site/JavaScript program that provides all of the information (or design elements) it needs to incorporate?
  - **Quality**: Consists of several factors including:
    - *Format*: For Web courses format includes the layout and design of the visible Web page as well as the lay-out and formatting of the hidden HTML and embedded code.
    - *Modularity in Design*: Avoid accomplishing too many tasks in one function/on one Web page.
    - *Design Quality*: The design chosen should be clear and concise. Is the solution chosen excellent, better than average, average or worse than other ways of approaching the given problem?
  - **Performance**: A good Web program needs to run and produce the correct output. A design that does not run will receive a zero for program performance.
- *Exams*: There will be one midterm exam and one final exam. The exams will be given only on the scheduled dates. Question Formats may include: multiple choice, fill-in-the-blank and short essay questions.

Failure to complete your exam during the scheduled time will result in a zero for the examination. In cases of extremely extenuating circumstances (i.e. documented circumstances clearly beyond the student's control) a make-up exam may be given. However, the student must request the make-up exam in writing within 24 hours of the original exam date.

If you know in advance that you will not be able to attend an exam because of extenuating circumstances beyond your control you may request a make-up exam. Requests for make-up exams must be made in writing at least 1 full week prior to the class section in which the exam is scheduled to be given. If the request for a make-up exam is approved, a make-up exam will then be scheduled.

24 hours prior to a scheduled make-up exam, it is the student's responsibility to confirm via email that they still

plan on attending the make-up exam at the given date and time. If the student no longer needs to take a make-up exam - the student must cancel the make-up exam via email 24 hours in advance of the scheduled make-up exam time. Failure to attend a make-up exam will result in a 0 for the exam.

Assignment Submission

Unless otherwise stated, students will be required to turn in tutorials and assignments using the Assignment link in Canvas. Each assignment will need to be submitted under the correct assignment link for the assignment being submitted. You also need to include your name inside every file. This will be considered your signature for originality of work turned-in for grading.

Assessment Design

We will use multiple grading measures to give you opportunities to do well in the course. Final Grades for this class will be based on your performance on weekly tutorials, homework assignments, two midterms and a final exam. Weightings will be applied as follows:

A: Tutorials	10%
B: Assignments	50%
C: Exams	40%

Students can view their current grade inside side the course gradebook (see menu above).

Letter Grades are typically assigned as follows:

A	(4.0)	93% - 100%	superior/excellent
A-	(3.7)	90% - 92.999%	
B+	(3.3)	87% - 89.999%	
B	(3.0)	83% - 86.999%	good/better than average
B-	(2.7)	80% - 82.999%	
C+	(2.3)	77% - 79.999%	
C	(2.0)	73% - 76.999%	competent/average
C-	(1.7)	70% - 72.999%	
D+	(1.3)	67% - 69.999%	
D	(1.0)	63% - 66.999%	minimum passing
D-	(0.7)	60% - 62.999%	
F	(0.0)	0% - 59.999%	failing

Note: Grading policies of the CU Denver Business School state that the average GPA across all students in an undergraduate class should generally fall within the following range: 2.3 (C+) to 3.0 (B) on a 4.0 scale. Therefore, if necessary, the ranges above will be modified so the average GPA across all students in the class falls with in the recommended range.

Student Success

Be Prepared: It is assumed that you will read the assigned chapters each week and you should allow plenty of time for experimenting and practicing web design.

Email: My courses can be difficult and often students get to places in their assignments where they need assistance. I encourage you to ask questions in class, office hours and via email. Always include the course number (ISMG 2800) and your name in the email. When asking a question via email please give me a specific question and attach your

html code so I can see your problems for myself.

Student Conduct Code

As members of the University community, students are expected to uphold university standards, which include abiding by state civil and criminal laws and all University policies and standards of conduct. Every student should review the **Student Code of Conduct (http://thunder1.cudenver.edu/studentlife/studentlife/studentcodeofconduct.html)** .

Students with Disabilities

"The University of Colorado Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students with disabilities who want academic accommodations must register with Disability Resources and Services (DRS), North Classroom 2514, phone: 303 556-3450, TTY: 303 556-4766. I will be happy to provide approved accommodations, once you provide me with a copy of DRS's letter."

[DRS requires students to provide current and adequate documentation of their disabilities. Once a student has registered with DRS, DRS will review the documentation and assess the student's request for academic accommodations in light of the documentation. DRS will then provide the student with a letter indicating which academic accommodations have been approved.]

Course Schedule

Date	Details	
Thu Jan 21, 2016	**Reading: Article (https://ucdenver.instructure.com/calendar?event_id=57447&include_contexts=course_337307)**	6pm
Tue Jan 26, 2016	**Reading: HTML & CSS Tutorials 1 & 2 (https://ucdenver.instructure.com/calendar?event_id=57449&include_contexts=course_337307)**	6pm
	Preliminary Assignment (https://ucdenver.instructure.com/courses/337307/assignments/231893)	11:59pm
Tue Feb 2, 2016	**Reading: HTML & CSS Tutorial 3 (https://ucdenver.instructure.com/calendar?event_id=57448&include_contexts=course_337307)**	12am
	Tutorial 2 (https://ucdenver.instructure.com/courses/337307/assignments/231895)	11:59pm
Thu Feb 4, 2016	**Assignment: HTML Site (https://ucdenver.instructure.com/courses/337307/assignments/231886)**	11:59pm
Tue Feb 9, 2016	**Reading: HTML & CSS Tutorial 4 (https://ucdenver.instructure.com/calendar?event_id=57437&include_contexts=course_337307)**	12am
	Tutorial 3 (https://ucdenver.instructure.com/courses/337307/assignments/231896)	11:59pm
Thu Feb 11, 2016	**Assignment: CSS (https://ucdenver.instructure.com/courses/337307/assignments/231882)**	11:59pm

Tue Feb 16, 2016	**Reading: HTML & CSS Tutorial 5** (https://ucdenver.instructure.com/calendar? event_id=57446&include_contexts=course_337307)	6pm
	Tutorial 4 (https://ucdenver.instructure.com/courses/337307/assignments/231897)	11:59pm
Thu Feb 18, 2016	**Assignment: CSS Layout** (https://ucdenver.instructure.com/courses/337307/assignments/231884)	11:59pm
Tue Feb 23, 2016	**Reading: HTML & CSS Tutorial 6** (https://ucdenver.instructure.com/calendar? event_id=57445&include_contexts=course_337307)	6pm
	Tutorial 5 (https://ucdenver.instructure.com/courses/337307/assignments/231898)	11:59pm
Thu Feb 25, 2016	**Assignment: Images & Tables** (https://ucdenver.instructure.com/courses/337307/assignments/231887)	11:59pm
Tue Mar 1, 2016	**Reading: HTML & CSS Tutorial 8** (https://ucdenver.instructure.com/calendar? event_id=57444&include_contexts=course_337307)	12am
	Tutorial 6 (https://ucdenver.instructure.com/courses/337307/assignments/231899)	11:59pm
Thu Mar 3, 2016	**Assignment: Forms** (https://ucdenver.instructure.com/courses/337307/assignments/231885)	11:59pm
Tue Mar 8, 2016	**Midterm Exam** (https://ucdenver.instructure.com/courses/337307/assignments/231879)	11:59pm
Thu Mar 10, 2016	**Tutorial 7** (https://ucdenver.instructure.com/courses/337307/assignments/231900)	11:59pm
Tue Mar 15, 2016	**Reading: HTML & CSS Tutorial 10** (https://ucdenver.instructure.com/calendar? event_id=57443&include_contexts=course_337307)	12am
Thu Mar 17, 2016	**Assignment: CSS3** (https://ucdenver.instructure.com/courses/337307/assignments/231883)	11:59pm
Tue Mar 29, 2016	**Reading: HTML & CSS Tutorial 11** (https://ucdenver.instructure.com/calendar? event_id=57442&include_contexts=course_337307)	12am
	Tutorial 9 (https://ucdenver.instructure.com/courses/337307/assignments/231901)	11:59pm
Thu Mar 31, 2016	**Assignment: JavaScript** (https://ucdenver.instructure.com/courses/337307/assignments/231888)	11:59pm
Tue Apr 5, 2016	**Reading: HTML & CSS Tutorial 12** (https://ucdenver.instructure.com/calendar? event_id=57441&include_contexts=course_337307)	12am

	Tutorial 10 (https://ucdenver.instructure.com/courses/337307/assignments/231894)	11:59pm
Thu Apr 7, 2016	**Assignment: JavaScript Coding** (https://ucdenver.instructure.com/courses/337307/assignments/231890)	11:59pm
Tue Apr 12, 2016	**Reading: HTML & CSS Appendix G/H** (https://ucdenver.instructure.com/calendar? event_id=57438&include_contexts=course_337307)	12am
	Tutorial Array (https://ucdenver.instructure.com/courses/337307/assignments/231902)	11:59pm
Thu Apr 14, 2016	**Assignment: JavaScript Arrays** (https://ucdenver.instructure.com/courses/337307/assignments/231889)	11:59pm
Tue Apr 19, 2016	**Reading: "Build Your Own Website the Right Way Using HTML & CSS CH 11** (https://ucdenver.instructure.com/calendar? event_id=57450&include_contexts=course_337307)	12am
	Tutorial RegEx (https://ucdenver.instructure.com/courses/337307/assignments/231906)	11:59pm
Thu Apr 21, 2016	**Assignment: Cookies** (https://ucdenver.instructure.com/courses/337307/assignments/231881)	11:59pm
Tue Apr 26, 2016	**Reading: jQuery TBD** (https://ucdenver.instructure.com/calendar? event_id=57439&include_contexts=course_337307)	12am
	Tutorial jQuery1 (https://ucdenver.instructure.com/courses/337307/assignments/231904)	11:59pm
Thu Apr 28, 2016	**Assignment: jQuery** (https://ucdenver.instructure.com/courses/337307/assignments/231891)	11:59pm
Tue May 3, 2016	**Reading: Building.. Chapter 9** (https://ucdenver.instructure.com/calendar? event_id=57440&include_contexts=course_337307)	12am
	Tutorial jQuery2 (https://ucdenver.instructure.com/courses/337307/assignments/231905)	11:59pm
Thu May 5, 2016	**Assignment: jQuery 2** (https://ucdenver.instructure.com/courses/337307/assignments/231892)	11:59pm
Tue May 10, 2016	**Tutorial FTP** (https://ucdenver.instructure.com/courses/337307/assignments/231903)	11:59pm
Thu May 12, 2016	**Final Exam** (https://ucdenver.instructure.com/courses/337307/assignments/231878)	4:50pm