Credit hours: 3

Instructor

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Course Purpose/Goals

An introduction to the World Wide Web as both a user and a developer. This course is designed to take the user from creating Web pages to designing a multi-page Web site. Emphasis will be on the use of existing software applications that generate Web-ready code. Other topics will include style principles, HTML coding, multi-media integration, and browser plug-ins. Laboratory use of software is an integral part of this course.

Course goals: This is an introductory course with the goal of teaching the fundamental design principles of designing web pages using contemporary markup language. This includes:

- terminology
- basic web-page coding syntax
- web page maintenance issues
- basic accessibility issues
- design principles regarding information architecture
- design principles regarding page layout
- the use of graphics in web pages
- the use of web page editors
- cascading style sheets
- user input using forms

Prerequisites

Students must have completed or be currently enrolled in CSCI-1100 (students should be able to execute programs, use email, use the web, copy files and manage files and folders at a minimum).

Major Topics

- FTP and servers
- Text editors
- Web history and terminology
- HTML
- HTML tags & text formatting
- Links
- Graphics
- Image links
- Image types
- Tables
- Graphic design basics
- Site design
- Page design and layout
- Cascading style sheets
- Forms
- Introduction to PHP

Learning Outcomes

Upon completion of the course, the student will have developed and demonstrated a clear understanding of the following topics:

- the basics of Extensible Hypertext Markup Language (HTML) for the purpose of creating and debugging web pages (Student Outcome IT-1*);
- the process of planning and creating successful web pages so that the needs of the target audience and the objectives of the client are met (Student Outcome 1c , 4b, IT-1, IT-2, IS-2);
- web site design skills necessary to produce intelligible structure for quick and easy access to information for both expert and novice users (Student Outcome 1c, 4b);
- the types of graphics, their characteristics, and the means for selecting the right graphics for the right application (Student Outcome 1c*, 4b*);
- the types of multimedia and the methods for incorporating them into web pages (Student Outcome IT-1a, IT1-b);
- the web design lifecycle and its application in the creation of successful websites (Outcome 2a, 5a); and
- the tools available to web designers and how to use them (Student Outcome 5c, IT-1).

Grade Assignment

Your final grade will be based on the following with the attached weights:

20%	- Lab exercises	20%	- Project
10%	- Quizzes	15%	- Midterm
20%	- Homework	15%	- Final

Grading Scale

Percentage	Letter
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
60-69	D
0-59	F

Readings

- Textbook: Duckett, J. (2014). HTML & CSS: Design and Build Websites. Indianapolis, IN: John Wiley & Sons. (ISBN: 978-1-118-87164-5) (Required) Its companion website, https://www.htmlandcssbook.com/extras/, includes the code samples from the book and a nice Extras & Tools section with videos. The 2011 edition is acceptable and available for free through the Sherrod Library eBooks (Safari) collection

Suggested resources:

- W3Schools - http://www.w3schools.com/ (Excellent resource for both HTML and CSS)
- Freeman, E., & Robson, E. (2012). Head First HTML and CSS. Sebastapol, CA: O'Reilly Media. (ISBN: 978-0596159900)

Assignments

Exercises and assignments are an integral part of the course. It is through these assignments that you apply the material taught.

A due date is given for each assignment. After the due date, an assignment will not be accepted. If, in the opinion of the instructor, a reasonable effort has been expended on the assignment, but it is still incomplete, partial credit might be given. The instructor reserves the right to refuse to accept any assignment that he or she judges to be less than a reasonable attempt at completing the assigned work or that he or she judges to be copied (or paraphrased) from another.

For some assignments and/or lab exercises, you may be assigned to a 4 or 5-person team. In these cases, each team will turn in one solution and all team members will receive the same grade except for cases in which one member makes little or no contribution to his/her team's solution. In all cases, each student is responsible for understanding all aspects of the solution submitted.

Weekly Quizzes/In-Class Lab Exercises

Student understanding of course topics will be measured through weekly quizzes and graded lab exercises. A graded lab exercise may be given in lieu of a quiz, in which students will be given an exercise to complete in a specified time frame (generally one hour or less).

Quizzes will be administered via ETSU's Desire 2 Learn platform and will consist of multiple choice, true/false, fill in the blank, and short answer questions. There will be some paper-based quiz assignments that will require you to write code (HTML and CSS) to satisfy various scenarios.

Weekly quizzes and graded lab exercises cannot be made up. Therefore, missing class or arriving late to class on the day that a quiz/graded lab exercise is given will result in a grade of 0 being recorded for that quiz/graded lab exercise.

Students will also be given in-class lab exercises to complete each week in the scheduled lab time for the course. These exercises may NOT be completed outside of the lab time. Because these are designed to help you learn the material presented, you will have the opportunity to use any course materials and ask a classmate or your instructor for assistance (this is not the case for the quizzes).

These are graded on the following scale: Completed and

Correct (100%)

Completed with errors (Page displays but there are errors in the code):

- 1-2: 90%
- 3-5: 85%
- 6-10: 80%
- 11+ 75%

At least 50% completed (50%)

- File(s) uploaded to server, but either don't display or display with major errors

Incomplete or did not attempt (0%)

Exams

Two exams will be given throughout the semester. Exams will be much longer than quizzes and will include required demonstration of learned coding and troubleshooting skills. The final exam will be a comprehensive exam.

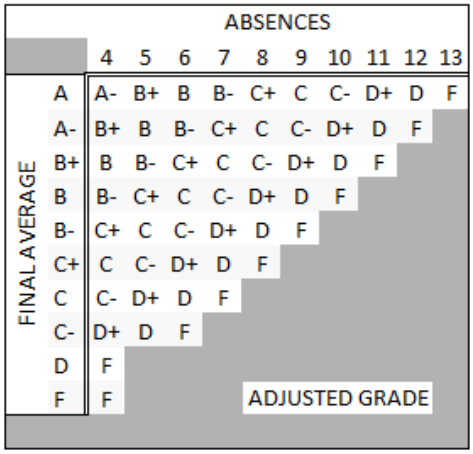
Late Penalties for Work Not Submitted On Time

Homework	Not accepted late
In-class Quiz/Exercises	Cannot be made up
Tests	Cannot be made up; in the event that a student must miss an exam, they must make prior arrangements with the instructor to make it up. The instructor reserves the right to determine whether a student's given reason for missing a test meets the level of a legitimate emergency

Attendance Policy

It is difficult to catch up once you fall behind. Because of the strong correlation between attendance and success in this course, the following attendance policy will be enforced. Absences beyond 3 directly affect your final grade as follows:

ABSENCES	PENALTY
1-3	None
4	5-point decrement to the final grade
5+	An additional 5 points for each additional absence



You must attend at least two-thirds of a day's scheduled class time to be considered present. Repeated lateness or early departures may be counted as an absence at the discretion of the instructor and following a warning. If you are late to class, it is your responsibility to ensure (after class) that you were counted on the roll. Else, your tardiness will be recorded as an absence.

When you are absent, you are still responsible for material, assignments, finding out what was missed, making sure that any work due that day gets to the instructor, and getting any assignments or materials handed out during your absence so that you can prepare for the next class. You must obtain this information from classmates. Emails to the instructor inquiring 'What did I miss?' or the equivalent, will be ignored.

Since two hours is a long time to sit and listen to lecture (and a very long time to talk nonstop!), there will be a five minute break during each lecture period for bathroom breaks and leg-stretching.

Other Information/Policies

Software

All hardware and software needed for the successful completion of this course is available in the department's PC computer laboratories and ITS computer laboratories. Software includes text editors, and graphics editors.

Visual Studio Code – You can download VSC at https://code.visualstudio.com/.

Filezilla – free downloadable version is located at https://filezilla-project.org/download.php (be sure to install the client package, not the server package)

GIMP – (Gnu Image Manipulation Program)– free downloadable version is located at https://www.gimp.org/

7-Zip – In the interest of saving time and avoiding excessive repetition, many assignments will include 'starter files,' prepared by the instructor that will allow us to focus on the assignment's learning objectives. 7-Zip is an open-source (free) software application that will allow you to extract the compressed archive to your working directory with a minimum of fuss.

During our first class meeting, I will show you a website (https://ninite.com), where you can download all of the above as a single installable package

A web browser (Google Chrome or Mozilla Firefox by strong preference). Both Chrome and Firefox are installed on the lab computers. Let me be clear: don't use Internet Explorer! (We'll discuss browser issues throughout the semester)

Now, for something really different

I want to try to introduce you to GitHub this semester. Thumbnail: GitHub is an online, distributed system for storing code and keeping it synchronized across multiple computers. It has a lot of features, of which I hope to explore a few. This is an industry standard (though GitHub isn't the only repository service, it is, arguably, the most popular). You will need to use it for future classes, so some familiarity with it now will be beneficial

GitHub is tricky to work from the command line, but there is a GUI interface that greatly simplifies things, GitHub Desktop. We'll create private repositories ("repos") and upload our completed work to them. One feature of GitHub is that, if you're using the lab machines to complete your work, and forget your flash drive or external HDD, you can synchronize your repo with the lab machines and not miss out on in-class assignments

Content

Your course content will be provided to you via a web site – which will be provided in class. It will be updated with new content relevant to the material we are studying for the given week, including lecture notes in PowerPoint and Adobe Acrobat format; video offerings; homework assignments; code and design examples; glossaries; study materials; and downloadable course materials, such as this syllabus. It works really well to use the Web to learn about the Web. Much of the content will also be available on D2L, or linked from D2L to the web site. Quizzes and exams, as mentioned earlier, will also be hosted on D2L (in part or whole).

Semester Project

There is a major assignment each semester. The semester project is a team assignment. The teams will be required to find a client and develop a web site for the client, based on the client's requirements. Instructions are available on the class website (https://csci1210.com/project.php and https://csci1210.org/project.php) and will be discussed further over the course of the semester. To successfully complete the assignment, each team will have to communicate with the client and each other on a regular basis to apply the design and

development concepts we will be learning this semester. Many clients in past classes have expressed an interest in continuing development of their sites beyond the semester's conclusion.

One issue with academic team projects, historically, has been participation. Some members of a given team may not contribute a fair share to the effort. As a result, toward the end of the semester, each student will be required 'sign' his or her work and to complete an evaluation of their peers' contribution to the project. The evaluation totals for each student within each team will be averaged and, in the event a given student's contribution to the project was sub-par, a grade decrement will be applied to the student's overall project grade. The degree of the decrement will be determined on a sliding scale and will range from 0 – 200 points. In other words, anyone who contributes nothing to the project effort will receive a 0, regardless of what the overall team project grade is evaluated to be.

The project represents a major portion of each student's overall grade for the semester and should be taken seriously

Required Lab Materials

Some storage medium – a thumb drive or external hard drive -- to use in lab (Don't use the Z:\ drive!) (i.e., thumb drive or external hard drive; some students have been successfully using cloud storage options like Dropbox and Google Drive). You will have assignments to work on outside of lab and will need to be able to access your work outside of lab.

If you're using your personal machine to complete your work, external storage will not be necessary. You can just create and use a working directory on your hard drive

Expectations

Students and instructors should have expectations of one another, many of which are mutual. Students should expect the instructor to be in class on time, to be prepared, to be attentive to students, to be available to answer questions and provide help related to the course, and to make a genuine effort to help students achieve course objectives. On those rare occasions when the instructor must miss class, students should expect suitable arrangements for the class to continue in the instructor's absence. Students should expect the instructor to devote considerable time and effort to the course.

Similarly, the instructor expects students to be in class on time, be prepared, be attentive and participate in class, complete assignments on time, make a genuine effort to meet the course objectives, and devote considerable time and effort to the course. Be prepared to spend a minimum of 2-3 hours outside of class for each hour in class.

You are encouraged to ask appropriate questions and to participate in class discussions and activities. You may learn as much from one another as from the instructor. If you are confused about some point, chances are that others are also confused and will appreciate that you asked for clarification.

Use of Personal Computing Devices During Lecture/Lab

Students shall not use computing devices during lecture.

Exceptions to the above rule may be granted based on circumstances (e.g., students with special needs or in-class activities).

During lab meetings, students are welcome to use their personal devices to complete lab assignments if they prefer such use to the university-provided PCs.

Cell Phones: Students are responsible for ensuring that their cell phones are set to "silent" or "vibrate" for the duration of each class meeting. Texting or other use of cell phones during class is prohibited. However, if you receive call that is or may be important, you should step outside of the classroom before answering the call so as to avoid disrupting the class.

Anyone caught texting or browsing on his or her phone will be given a warning. A second time: will be asked to leave the classroom for the remainder of the day.

Assessment Policies

- Quizzes will be assigned each week and will be due (at least usually) by the beginning of class on the following Tuesday.
- Unless otherwise instructed, quizzes/exams are to be completed without reference to outside sources (Google, W3Schools, old lab code, etc.).
- Major tests (Midterm and Final) will be hosted on D2L, outside of class. Each will open on a Friday (TBA) at noon and will close the following Sunday at 11:59pm. You will be able to choose a time that is comfortable/convenient for you to take the exams, but will be limited to two hours to complete it, once you have begun.

Academic Integrity Policy

You are encouraged to discuss material addressed in the course, including assignments, with members of the class and others. Helping one another find and understand problems in assignments is permitted as long as an honest individual attempt has been made to solve the problem. Everyone, however, must do his/her own work. Completing an assignment "by committee" and submitting it as an individual work is academic misconduct unless the assignment has been designated as a team assignment. Your name on submitted work is an affirmation that the work is yours.

As the session progresses, I will try to make some advanced code (mostly JavaScript and/or JQuery) available for you to use in your semester projects, if you wish. Alternatively, you may wish to look for (open source) material on the web on your own. This is acceptable, as long as you 1) add comments to the code that indicate your understanding of what it does and 2) place a citation, either in comment form embedded in the code or displayed on the page, attributing it to its original author(s). Failure to follow these directives will result in a charge of academic misconduct (described below).

Please refer to the ETSU Academic Misconduct Policy for more information:
http://www.etsu.edu/cas/casinarc/currentstudents/misconduct.aspx

Policies for this course

All work MUST be your OWN work! This applies to homework assignments, quizzes, tests and in-class lab exercises.

In cases of academic misconduct, the following rules will apply and shall be enforced:

1. The 1st offense will result in a grade of 0 assigned for the assignment/exercise/quiz/test for all involved and a formal Academic Misconduct Charge will be filed with the University according to the University's Academic Misconduct Policy.

2. A 2nd offense will result in an 'F' for the course and a formal Academic Misconduct Charge will be filed with the University according to the University's Academic Misconduct Policy. A second Academic Misconduct Charge throughout the entire time that the student is enrolled at ETSU can result in expulsion from the University.

Supplemental Materials

Course Notes: Course lecture notes and other supplemental materials are located in D2L (http://elearn.etsu.edu) and the class web site.

Helpful web sites:

- http://www.w3schools.com/html/default.asp - W3 Schools HTML5
- http://www.w3schools.com/css/default.asp - W3 Schools CSS
- http://www.csszengarden.com/ - CSS Zen Garden
- http://www.webdesignerdepot.com/ -- Web Designer Depot
- http://paletton.com/ -- Paletton Color picker
- https://color.adobe.com/create/color-wheel/ -- Adobe Color Wheel