

NASHUA COMMUNITY COLLEGE

505 Amherst Street, Nashua, NH 03061

Telephone: 603-882-6923

Course Syllabus

Course: CPTN-102, Website Development I

Professor: Gregg Weber (Telephone#: 603-935-9001)

Office Hours: By Appointment Only

Phone Hours: Monday to Friday (9:00-1:00pm)

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(In the "Subject" area put: "**NCC - Website Development I**")

Course Description This is the first course in the web site development sequence. The student is introduced to fundamental concepts needed to design and build a web site. Topics introduced include purpose definition, audience definition, content planning, structure design, elementary page design, and typography/color considerations. Students are required to develop and present a final project using a web authoring tool and concepts learned in the course.

Textbooks: Web Design, Introductory Concepts and Techniques; 3rd Edition;
Shelly Cashman Series; Thomson/Course Technology; ©2009
ISBN: 978-1-4239-2718-1
Dreamweaver CS3, Complete Concepts and Techniques; 1st Edition;
Shelly Cashman Series; Thomson/Course Technology; ©2008
ISBN: 978-1-4239-1241-5

- Materials:**
- The W3C HTML & XHTML Recommendations (Annex list of Elements and Attributes (Online)
 - The W3C Web Accessibility Initiative "Quick Tips" (Online)
 - ***Students will also need a USB "flash drive" (at least 1GB) for saving and submitting work at every class session.***
 - ***Notebook, pencil/pen for taking notes on lectures, labs, and class assignments etc.***

Software: Notepad & Adobe Dreamweaver CS3
Web Browsers: Internet Explorer, FireFox, & Opera

COURSE OBJECTIVES:

Upon successful completion of this course the student will be able to:

1. Describe the Internet and World Wide Web
2. Explain web design browser-related issues
3. Describe web design roles
4. Demonstrate how to use basic design principles to create successful web pages and web sites
5. Describe the importance of contrast and color on a web page
6. Explain a web site's purpose and write a purpose statement
7. Describe a web site's intended audience and their needs
8. Explain user-based and user controlled navigation
9. Explain and apply the basic principles of good typography on the web
10. Develop a small web site using a web authoring tool

METHODS of TEACHING:

- Lectures & Discussions
- Directed "Hands On" Activities & Laboratory Assignments
- Independent "Hands On" Activities

METHODS of EVALUATION:

- ***In Class Unannounced Quizzes:*** (10% of final grade) Five or more quizzes.
- ***In Class Classwork and Labs:*** (20% of final grade) Five or more labs.
- ***Homework Assignments:*** (10% of final grade) Numerous
- ***Midterm Examination:*** (10% of final grade)
- ***Final Examination:*** (10% of final grade)
- ***Final Website Project, FWP:*** (30% of final grade) and
 - ***Class Presentation:*** (10% of final grade)
 - ◆ Professor Evaluation 7%
 - ◆ Peer Evaluations 3%

Prior to Midterm, each student will submit to the instructor for approval a basic Web Site description. (Why/purpose of the site; Who it is designed for, What 3-5 messages or concepts are to be addressed.) During the balance of the semester each student will develop the proposed site, completing it ***before*** finals week.

Note: All Students are encouraged to consult with the professor in the "preparation" of their final Website project (FWP).

CLASS POLICY (Electronic Devices, Cell Phones, iPods, etc.)

Inappropriate use of the computers during class/lab time (e.g. playing games, "surfing the net", e-mailing, instant messaging, working on assignments for other classes, etc.) will result in immediate dismissal and a zero assigned during that class period. No electronic devices such as: cell phones, iPods, tape recorders, etc., are allowed.

Attendance is required. See "course attendance guidelines" below.

Students are expected to attend lectures and read the chapters. It is your responsibility to get notes and handouts should you miss class or arrive late. Quizzes and exams are based on the reading as well as discussion in class. Each student is responsible for all assignments. If a student is absent, it is expected that the student will be responsible for making up any work as follows:

1. Tests may be made up within one week after an absence at the discretion of the instructor. It is the responsibility of the student to schedule the makeup examination with the faculty member. Only one test may be made up during a semester or summer.
2. Class/Lab assignments are due at the end of the class. No labs will be accepted later. For students absent on a day in which an in-class lab is assigned, the lab must be made up within one week resulting in a **"20-point"** penalty. No late in class assignments/labs will be accepted after the one-week deadline.
3. No in class quizzes or homework will be accepted late. A **"zero"** will be given.

COURSE ATTENDANCE GUIDELINES

- Class attendance is considered essential to your academic success at this college. There are constant learning opportunities between faculty members and students within the classroom or lab, it is expected that students will attend each meeting of each course in which they are enrolled.
- Specific attendance policies for each course are determined by the instructor and will be stated in writing in the course syllabus or addendum. These policies will reflect the instructor's authority to determine whether a student is permitted to make up work missed through absence or tardiness and on what terms.
- If a student is absent more than the number of hours the course meets during a two-week period, the faculty may withdraw a student from the course with an AF grade any time during the semester. An "AF" grade is calculated in the GPA as an "F". All students who stop attending class after the add/drop period and have not officially withdrawn shall receive an AF from the instructor at the end of the semester or at any point during the semester that the instructor informs the Registrar's office that the student has been suspended from class. The awarding of an AF grade need not be accompanied by a LDA (Last date of attendance).

HOMEWORK and LABS

Typically each lecture will be followed by practical exercises where the student will have a chance to write independent programs under guidance of the instructor during the class time. There will also be out of class assignments both written and practical.

PROJECTS

There will be 1 major project. The student will be expected to do a majority of the project work outside of class in addition to the laboratory time offered in class. The project will be discussed in class. This project is expected to be more involved than the laboratory exercises and will require more independent work outside of class.

STUDENT PRESENTATION of FINAL PROJECT

Each student will present their final project to fellow students. This will usually be on "Wednesday" of final exam week from 1-3pm. Plan now and mark your calendar for this time.

CANCELLATION of CLASS (Due to Bad Weather):

Please do not E-mail me! I won't know until you know whether class is cancelled or not.

Check Your Resources: TV (WMUR-9 News), RADIO (WZID-95.7FM), or Call NCC.

Cancellations/closings for evening classes will be determined by 3:00pm.

WRITING CENTER:

The Writing Center, located in Room 135 in the library, is open to all NCC students who want assistance with the writing process in any of their classes. One-on-one conferencing on all aspects of the writing process is available. Students are encouraged to make an appointment in advance with a writing consultant. Make appointments through the Writing Center by calling 603-882-6923 ext. 1450.

TUTORING: Need HELP? Here it is! Take advantage of it.

Students apply for a peer tutor by completing an application and meeting with the Tutoring Coordinator, Pat Klein (ext. 1450) or (ext. 1474). Tutoring is not meant to replace or take the place of attending class or completing course work.

SERVICES for STUDENTS with DISABILITIES

Students having a disability requiring reasonable accommodations must provide the instructor with a copy of their College Accommodations Plans and meet with the instructor privately. Please contact the Disability Coordinator, Donna Szekely, in Room 100, (882-6923 ext. 1451) if you do not have a Plan or would like more information about disability services.

SENSITIVE MATERIAL POLICY

During the semester, in order to cover certain academic topics, there may be occasions to view or discuss material which may not meet the student's own personal definition of appropriateness. At such times, every student has the right to decide not to participate. Every effort will be made by the instructor to notify students in advance of when such sensitive material will be used so that students can make alternative arrangements. Faculty will guide students in the identification of alternate learning opportunities consistent with relevant course objectives so that students opting out of scheduled "sensitive" learning experiences will not be penalized academically in any way. Please note the opportunity to leave the classroom discretely is always available to each student when such sensitive material is being discussed. The student then has the responsibility before the next class meeting to inform the instructor as to the reason for leaving.

PLAGIARISM

Plagiarism is a serious violation of a student's academic integrity and the trust between a student and his or her teachers. Plagiarism is the act of a person presenting another person's work as if it were his or her own original work. Such acts of plagiarism include but are not limited to:

1. A student submitting as his or her own work an entire essay or other assignment written by another person.
2. A student taking word for word a section or sections of another person's work without proper acknowledgment of the source and that the material is quoted.
3. A student using statistics or other such facts or insights as if these were the result of the student's efforts and thus lacking proper acknowledgment of the original source.
4. The paraphrasing of another person's unique work with no acknowledgment of the original source.
5. Copying another student's work on a quiz or test.

The academic sanctions which will be imposed upon a student who is found to have plagiarized an academic assignment (including but not limited to an essay, an exam, a class presentation or any written work submitted for a school publication) are placement of the student on probation; a loss of the total credit on the assignment and placement of a letter in the student's file noting this violation. Other sanctions that may result from any further incidents of plagiarism include: expulsion from the course; suspension or dismissal from a department program; expulsion from the College.

COLLEGE "E-MAIL" SYSTEM

NCC has established a College electronic mail ("e-mail") system as a means of the College sending official information to enrolled students, and for students to send communication to their instructors and College personnel. All students registered at NCC will be assigned a College e-mail account/address to be used as the only e-mail address for all e-mail communication: 1) sent to the students from their instructors and from all College personnel; and, 2) sent by the students to their instructors and to all College personnel. In addition:

- Students should check their College e-mail account regularly to ensure they are staying current with all official communications. Official communication includes, but is not limited to, policy announcements, registration and billing information, schedule changes, emergency notifications and other critical and time sensitive information.
- Students should also check their college e-mail account to be sure that they are current with all e-mail communication from their faculty.
- The student e-mail account/address should be the only e-mail address students use to send e-mail to faculty and College personnel so that student e-mail is recognized and opened.
- This service is provided exclusively to the students of NCC. Accounts are for individual use only, and are not transferable or to be used by any other individual.
- Students using their College e-mail account do so under the policies set forth in the Student Handbook under "Student Computer Conduct Code".

WEB REFERENCES:

http://www.nashuacommunitycollege.com/html/student_downloads.html

http://www.nashuacommunitycollege.com/html/student_links.html

<http://www.w3.org> or <http://www.w3c.org>

The Web Consortium (HTML/XML "recommendations")

- HTML version 4.02 and XHTML
- CCS Style Sheet Specifications
- WAI - Web Accessibility Initiative
- XML references, and in particular: XSL
- XHTML Base for mobile devices

Preferred References:

- The most recent HTML recommendation Index of Elements & Index of Attributes
- The most recent EAI Quick Tips for Accessibility
- The most recent CSS style sheet recommendation
- XHTML compatible HTML as defined in the most recent XHTML recommendations

<http://www.webteacher.org>

Internet Tutorial (NCTA)

<http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>

HTML Tutorial

<http://www.wrox.com/WileyCDA>

Book Website

<http://www.werbach.com/barebones/barebones.html#general>

"The Bare Bones Guide to HTML" (This guide indicates which TAGs are supported by which browsers, which is good, but be aware of that since not all TAGs listed will work with all browsers!)

<http://philip.greenspun.com/panda>

Philip and Alex's Guide to Web Publishing

<http://www.openmobilealliance.org/tech/affiliates/wap/wapindex.html>

Wireless Applications Protocol (WAP) one HTML subset for PDA's

<http://www.w3schools.com>

At W3Schools you will find all the Web-building tutorials you need, from basic HTML and XHTML to advanced Database, Multimedia

HTML "Validation" Sites: (Some of these tools will be available on the NHCTC system)

- <http://validator.w3.org>
HTML conformance
- <http://www.cast.org/pd/resources/masterref.html#Bobby>
"Bobby" Analyzes sites for accessibility for all Internet users, including those with disabilities
- <http://www.nist.gov/webmetrics>
Objective is to explore the feasibility of a range of tools & techniques that support rapid, remote, & automated testing & evaluation of website usability.

BOOK REFERENCES:

Adobe Dreamweaver CS4, Digital Classroom (A Complete Training Package) w/CD
(By Jeremy Osborn and Aquent Creative Team) Wiley Publishing, Inc.
Copyright© 2009, ISBN: 978-0-470-41092-9

Adobe Dreamweaver CS3 (Reference Guide) Video Training Book w/CD
(By Garrick Chow) Peachpit Press
Copyright© 2008, ISBN: 978-0-321-44552-0

Master Visually HTML 4 and XHTML 1 (By IDG Books)
(Visual examples; some of the “tricks of the trade” are violations of the accessibility guidelines)

Cascading Style Sheets: The Definitive Guide (By Eric A. Meyer & O’Reilly) 2000

Stylin’ with CSS / A Designer’s Guide (By Charles Wyke-Smith) 2005 New Riders

The CSS Anthology 101 Essential Tips, Tricks & Hacks (By Rachel Andrew) 2005
Sitepoint

Cascading Style Sheets: Designing for the Web (By Lie & Bos) 1997
(Introduction to using style sheets)

HTML & X HTML: The Definitive Guide (By Musciano & Kennedy; O’Reilly) 2000

HTML A Beginner’s Guide, 2nd Ed., (By Wendy Willard) 2003 McGraw-Hill/Osborne

Teach Yourself Visually HTML (By Ruth Maran) 1999 Maran Graphics
(Highly “visually” oriented introduction to HTML development)

XHTML for Dummies (By Ed Tittel)

Designing Web Usability (By Jacob Nielsen)
(Tips & techniques to improving user & internet friendly web sites)

Speed UP Your Site (By Andrew B. King)
(Website optimization)

Don’t Make Me Think (By Steve Krug) 2000 New Riders
(A common sense approach to Web usability)

Search Engine Visibility (By Shari Thurow)

Web Design & Desktop Publishing for Dummies (By Roger C. Parker)
(Business and Marketing oriented text)