Course Syllabus

MMIS 656 Web Design Technologies (3 credits)
Summer 2003, June 23-September 12, On-campus

Instructor:
David Shrader, Teaching Assistant, SCIS
Graduate School of Computer and Information Sciences
Nova Southeastern University
6100 Griffin Road, Fort Lauderdale, Florida 33314-4416
Phone: (954)262-2098
Email:dshrader@nova.edu
Web: http://scis.nova.edu/~dshrader

Class Location and Format: SCIS Room 109
Class Hours: Wednesdays 6:30-9:30 PM
Class Web Site: http://scis.nova.edu/~dshrader/mmis656/sm2003

Course Description:
Topics include: aligning electronic business models with Web site designs, planning a Web site, understanding the principles and elements of effective Web site design, using Web development and design tools, and evaluating Web site effectiveness.

Required Textbook(s):
Title: Web Design in a Nutshell: Desktop Quick Reference - Required
Author: Jennifer Niederst
ISBN: 0596001967
Edition: 2nd
Publisher: O'Reilly & Associates, Inc.

Optional Textbook(s):
As indicated below, a student can choose any web development tool (e.g., FrontPage, Dreamweaver). Students are strongly encouraged to purchase a text to help learn tool usage. Class notes and lecture time will provide only cursory usage of tools and will not attempt to cover any specific tool in depth. Master’s-level students are expected to be able to learn specific tools on their own.

Throughout the course, several additional papers and online reference materials will be identified to assist in comprehension of specific topics.

Required Software:
1) A site development and management tool of the student’s choice will be necessary for this course. On campus students will have access to Dreamweaver Ultradev 4.
2) The Cold Fusion server environment will be necessary for the latter half of the course. All students will have access the SCIS Cold Fusion server via telnet.

Optional Software:
Technically oriented students are encouraged to set up a development workstation at their choice. Specific instructions will be posted to the class forums.

Exit Competencies:
The overall goal of this course is to provide the student with an understanding of the principles of web design and some hands-on experience. Specifically, the course is designed to provide the student with:
1) An understanding of principles of technical web design (Note: This course focuses only on the technical aspects. Graphic design and artistic skills are not addressed in this course.)
2) Introduction to methods for evaluating effectiveness of web sites.
3) Overview of planning, analysis, design and implementation of web sites.
4) Skills with client-side technologies such as HTML, DHTML, CSS and Javascript.
5) An understanding of dynamic, data-driven web sites.
6) Introductory skills in developing server-side code using a web application server.
7) Expose students to specific tools for designing and implementing sites.

Course Outline:

1) Introduction to the Internet and the WWW
   a) Examples of web-based systems
   b) Basic client-server concepts
   c) WWW as a global client-server architecture
2) Web Site Design: An Overview
   a) Web site usability
   b) Static vs. dynamic web sites
   c) Information architecture
      i) Multi-tier web architectures
   d) Protocols and server technologies
3) Client-side Technologies I
   a) File structures and FTP
   b) HTML concepts
      i) Syntax
      ii) Page structure
      iii) Links
      iv) Images
      v) Tables
   c) Using a tool (Dreamweaver)
4) Client-side Technologies II
   a) Advanced HTML
      i) Frames
      ii) Forms
   b) Cascading Style Sheets
5) Client-side Javascript
   a) Basics
   b) Control structures
   c) Functions
   d) Objects
6) Client-side Technologies III
   a) Dynamic HTML
   b) Data Binding
   c) Other (e.g., Flash, Java)
7) Server-side Technologies I
   a) Mechanics of using Cold Fusion at SCIS
   b) Cold Fusion basics
   c) Basic SQL
   d) Querying a database with SQL
   e) Formatting output
8) Server-side Technologies II
   a) SQL insert and update
   b) Forms
   c) Practice Exercises
9) Service-side Technologies III
   a) Setting up a site using Cold Fusion
   b) "<CFinclude>" and templates
Tentative Schedule:
The class meets each Wednesday evening starting June 25, 2003 and ending September 10, 2003 following the outline as stated above with each class period covering a single numbered item. The schedule will be adjusted as the term progresses. The final class period will involve live presentations of your final project to the class.

Instruction Methods and Tools:
The course is taught onsite and will incorporate in-class lectures and practical laboratory examples. Each student will be required to produce a variety of web pages to be hosted on the SCIS web server and the SCIS Cold Fusion server.

All students will be required to submit assignments via the SCIS ESET system. The ESET system, which stands for Electronic Student, Electronic Teacher, is a cutting-edge system designed to allow you to submit assignment documents to your professor in the form of word processor files, spreadsheets, images, or any requested file type directly from your web browser. In some cases, identified for individual assignments, the assignment is to be uploaded to the SCIS web server with a URL submitted via ESET.

Grades and feedback for individual assignments will be posted via ESET. In some cases, a marked up paper copy will be returned if useful for clarifying the feedback.

Students may need to use the SCIS Forums. Forums is an interactive, dynamic web-based tool that functions much like a bulletin board between students and professor, allowing all students to read each other’s postings. The Forums provide a means for assistance in the use of development tools, programming language details, or concept discussions in the intervening time between classes.

Specific instructions will be provided with each assignment.

Assignments:
All assignments will have a Suggested Due Date. Students, however, may choose to turn in an assignment any time during the semester, but NO LATER THAN the last class period of the term (September 10, 2003). Submissions received by the suggested due date will be graded and returned within a week. Detailed instructions will be provided with each assignment.

Examinations and Quizzes: None.

Grading Criteria:

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 programming exercises</td>
<td>75 points</td>
</tr>
<tr>
<td>Final project (analysis, design and implementation of a simple web site)</td>
<td>25 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>100 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>C-</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-93</td>
<td>92-90</td>
<td>89-87</td>
<td>86-83</td>
<td>82-80</td>
<td>79-77</td>
<td>76-73</td>
<td>72-70</td>
<td>70-0</td>
</tr>
</tbody>
</table>

A student may not do additional work or repeat an examination to raise a final grade.

Bibliography:
A Web Design Technologies bibliography maintained by the instructor is available at http://scis.nova.edu/~dshrader/wdt.htm.
Class/Course Rules:

1. Standards of Academic Integrity (For complete policy, see Code of Student Conduct and Academic Responsibility, p. 45. Also see the sections on student misconduct, p. 10, and the NSU Student Handbook.)

Students are encouraged to discuss the course contents with colleagues in order to gain a better understanding of the various issues covered. However, all work that you submit must reflect your individual effort. Any help that you receive must be explicitly acknowledged and all reference material must be cited.

Each student is responsible for maintaining academic integrity and intellectual honesty in his or her academic work. It is the policy of the school that each student must:

- Submit his or her own work, not that of another person
- Not falsify data or records (including admissions materials)
- Not engage in cheating (e.g., giving or receiving help during examinations, acquiring and/or transmitting test questions prior to an examination)
- Not receive or give aid on assigned work that requires independent effort
- Properly credit the words or ideas of others according to accepted standards for professional publications.*
- Not use term paper writing services or consult such services for the purpose of obtaining assistance in the preparation of materials to be submitted in courses or for theses or dissertations
- Not commit plagiarism (Webster’s defines plagiarism as “stealing or passing off ideas or words of another as one’s own” and “the use of a created production without crediting the source.”).

When using the exact words of another, quotation marks must be used for short quotations (fewer than 40 words), and block quotation style must be used for longer quotations. In either case, a proper citation must also be provided. When paraphrasing (summarizing, rewriting, or rearranging) the words or ideas of another, a proper citation must be provided. The Publication Manual of the American Psychological Association, Fifth Edition, contains standards and examples on quotation methods (pages 117 and 292) and on citation methods (pp. 207–214).

Extreme caution must be exercised by students involved in collaborative work to avoid violation of this policy.


2. Writing Skills

Each student must demonstrate proficiency in the use of the English language in all work submitted for this course. Grammatical errors, spelling errors, and writing that does not express ideas clearly will affect your grade. The professor will not provide remedial help concerning writing problems that you might have. Students who are unable to write correctly and clearly are urged to contact their program office for sources of remedial help.

3. Communication by Email

Students must use their NSU email accounts when sending email to faculty and staff and must clearly identify their names and other appropriate information, e.g., course or program. When communicating with students via email, faculty and staff members will send mail only to NSU email accounts using NSU-
recognized usernames. Students who forward their NSU-generated email to other email accounts do so at their own risk. SCIS uses various course management tools that use private internal email systems. Students enrolled in courses using these tools should check both the private internal email system and NSU’s regular email system. NSU offers students Web-based email access. Students are encouraged to check their NSU email account daily.

4. The Temporary Grade of Incomplete (I)

The temporary grade of Incomplete (I) will be granted only in cases of extreme hardship. Students do not have a right to an incomplete, which may be granted only when there is evidence of just cause. A student desiring an incomplete must submit a written appeal to the course professor at least two weeks prior to the end of the term. In the appeal, the student must: (1) provide a rationale; (2) demonstrate that he/she has been making a sincere effort to complete the assignments during the term; and (3) explain how all the possibilities to complete the assignments on time have been exhausted. Should the course professor agree, an incomplete contract will be prepared by the student and signed by both student and professor. The incomplete contract must contain a description of the work to be completed and a timetable. The completion period should be the shortest possible. In no case may the completion date extend beyond 30 days from the last day of the term for master’s courses or beyond 60 days from the last day of the term for doctoral courses. The incomplete contract will accompany the submission of the professor’s final grade roster to the program office. The program office will monitor each incomplete contract. If a change-of-grade form is not submitted by the scheduled completion date, the grade will be changed automatically from I to F. No student may graduate with an I on his or her record. The grade of I does not apply to master’s thesis or doctoral dissertation registrations.

5. Grade Policy Regarding Withdrawals

Course withdrawal requests must be submitted to the student’s program office in writing (via postal mail or email) by the student. Requests for withdrawal must be received by the program office at least three weeks prior to the last day of the term. Program offices will publish specific withdrawal deadline dates for each term (see Academic Calendar on page ii of the catalog). Withdrawals sent by email must be sent from the student's assigned NSU email account. Requests for withdrawal received after 11:59 p.m. est on the withdrawal deadline date will not be accepted. Failure to attend classes or participate in course activities will not automatically drop or withdraw a student from the class or the university. Students who have not withdrawn by the withdrawal deadline will receive letter grades that reflect their performance in the course(s). When a withdrawal request is approved, the transcript will show a grade of W (Withdrawn) for the course. Students with a history of withdrawals risk dismissal. Depending on the date of withdrawal, the student may be eligible for a partial refund. For a complete list of withdrawal deadline dates, please see the academic calendars located at:


6. Other Course Specific Rules

Please ensure that your name, scis usercode, and phone number are available on each assignment handed in. This information must also appear on all e-mail messages and attached documents, as well.

Unless otherwise specified, please use the ESET system to submit all your assignments. Even if you do not use ESET to submit your assignment (i.e., web page) send a note via the ESET system informing me of the URL at which you have posted the assignment.

You are responsible for ensuring that the file is readable and free of virus.

Your final grades will be based on all the material that I receive by the last day of the term.

Acknowledgements:
This course and syllabus are based on the course originally developed by Dr. E. Nyshadham.