CTEC 4350
ADVANCED WEB SITE COMMUNICATION
Spring, 2011

Tuesday & Thursday 11:00-12:20 PM, 412 FAB
Course Web Site: http://omega.uta.edu/~cyjang/ctec4350

Instructor

Dr. Chyng-Yang Jang
Office: Fine Arts Building 413
Office Hours: Tuesday & Thursday 12:30 – 2:00 PM, or by appointment
Phone: 817-272-4142
Email: cyjang@uta.edu

Required Textbook

Web ReDesign 2.0: Workflow that Works. Kelly Goto & Emily Cotler. Peachpit Press
CSS, DHTML & AJAX (4th Ed.). Jason Cranford Teague. Peachpit Press
Additional required readings will be available online through the class web site.

Course Description

Advanced study of mass media and organizational Web site information architecture, design, aesthetics, and Web site management; communication theory as applied to operational Web sites for profit and non-profit organizations.

Student Learning Outcomes

After taking this class, students will be able to

- describe major design principles for organizational Web site communication
- analyze and implement information architecture necessary for interactive Web site communication
- plan and carry out effective workflow processes for Web design projects
- demonstrate competence in designing interactive Web site using proper scripting technology.

Course Communication

All course-related messages will be posted on the class web site (http://omega.uta.edu/~cyjang/ctec4350/). On this site you will find the course syllabus, the assignments, online readings, and other announcements. Course related information will also be sent to your University "MavMail" address, which is the sole official means of email communication with students. Students are responsible for checking their MavMail regularly. Students may contact the instructor via email, phone or in-person. When sending email, please put "**[CTEC4350]**" in the subject heading to clearly identify the email as relating to the course. It will ensure your important email gets instructor's prompt attention.

Evaluation and Grading

Your grade will be based on your performance in tests and assignments. There will be two major exams including the final during the semester. Points will be awarded for exams, assignments, and the project as described below. Project and assignment instruction will be delivered in class. Late submission of assignments and the project may not be accepted.

Test #1 (Feb. 10) ……..……..	200
Test #2 (Mar. 10) ……..……..	200
Term Project (Apr. 29) ……..…….…..….	400
Term Project Presentation (May 10)	
Assignments & In-class Exercises ……..…..	200
Total	1000

Grade Scale

900-1000 --> **A**; 800-899 --> **B**; 700-799 --> **C**; 600-699 --> **D**; 0-599 --> **F**

The assignment of a grade of "I" will only be made for the reasons specified by university regulations. "Running out of time" or "not getting done" is not one of the specified reasons.

Make-Up Policy:

Exams must be taken during the scheduled exam time. A make-up exam can only be taken if the student presents proof of a valid medical excuse or extenuating circumstance. Medical excuses and extenuating circumstances will be verified and judged as warranting a special case by the instructor. If you have to miss an exam, you have to inform the instructor before the exam time to be considered to take a make-up exam.

No make-up will be granted for quizzes or in-class exercises.

Attendance Policy:

You are expected to be present for all classes. Your attendance may be recorded. However, your grade will not be adjusted for your attendance record.

Drop Policy:

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

Other Important Class Policies

Americans With Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled *Americans with Disabilities Act (ADA)*, pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

Academic Integrity

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Series 50101, Section 2.2)

Student Support Services Available

The University of Texas at Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. These resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals to resources for any reason, students may contact the Maverick Resource Hotline at 817-272-6107 or visit www.uta.edu/resources for more information.