

**CTEC 3350 Sec. 001**  
**WEB COMMUNICATION DESIGN & DEVELOPMENT II**  
**Summer II 2014**

Monday-Thursday 10:30 - 12:30 PM, 412 FAB  
Course Web Site: <http://omega.uta.edu/~cyjang/ctec3350>

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**Instructor**

Dr. Chyng-Yang Jang  
Office: Fine Arts Building 413  
Office Hours: Monday-Thursday 12:30 – 1:30 PM or by appointment  
Phone: 817-272-4142  
Email: [cyjang@uta.edu](mailto:cyjang@uta.edu)

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**Prerequisite**

COMM 2315, CTEC 2350, and 3 hours of Math.

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**Required Textbook**

Miller, B. (2011). *Above the Fold*. Blue Ash, OH: HOW. ISBN: 144030842X

Felke-Morris, T. (2012). *Web development and design foundations with HTML5 (6<sup>th</sup> Ed.)*. Indianapolis, IN: Pearson. ISBN: 0-13-278339-8

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**Course Description**

A continuation of CTEC 2350. This course provides in-depth examination of usability, accessibility, online rhetoric, and branding. Content also includes current Web communication technology including markup language, scripting and style sheet, for effective communication on the Web across multiple technological platforms.  
Prerequisite.

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**Student Learning Outcomes**

After completing the course, students will have demonstrated proficiency in creating usable, attractive, accessible, interactive web pages through the use of HTML, CSS, and basic JavaScript. Multiple assessment methods will be used to evaluate student performance and growth, including assignments, quizzes, in-class activities, exams, and a Web design project.

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**Course Communication**

All course-related messages will be posted on the class web site (<http://omega.uta.edu/~cyjang/ctec3350/>). On this site you will find the course syllabus, the written assignments, online readings, and other announcements. Students may contact the instructor via email, phone or in-person. When sending email, please put

"[CTEC3350]" 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

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

Exam 1	(7/21/14)	.....	200 points
Exam 2	(7/31/14)	.....	200 points
Assignments & Exercises		.....	300 points
Term Project (presentations on 8/7 & 8/11)		.....	300 points
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Total			1000 points

## 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 documented 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.

## Attendance Policy:

You are expected to be present for all classes. Your attendance will be recorded.

## 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. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ses/fao>).

## **Other Important Class Policies**

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### **Americans With Disabilities Act**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act* (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

### **Academic Integrity**

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

### **Student Support Services Available**

UT 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. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-

272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

### **University Electronic Communication Policy**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>

### **Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

### **Final Review Week**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

### **Schedule of Topics**

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Schedule of topics will be posted on the course Web site.

# Web Communication Design and Development II

[Home \(index.php\)](#)
[Syllabus  
\(Syllabus\\_14sm2.pdf\)](#)
[Schedule  
\(schedule.php\)](#)
[Assignments  
\(assignments.php\)](#)
[Links \(links.php\)](#)

## Class Schedule

Please note that, as the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.

Day	Topics	Readings/Notes
July 8	Introduction <a href="#">Internet Basics (slides/L1_InternetBasics.pdf)</a>	
July 9	HTML Review	Ch. 2, 3, 4 Above the Fold: Ch. 5
July 10	CSS Review	
July 14	Web Design Project Workflow	Above the Fold: Ch. 6
July 15	Page Layout, Unity of Web Design, Elements of Web Design	Ch. 5, 6, 7 Above the Fold: Ch. 2,3,4
July 16	(cont.)	
July 17	(cont.)	
July 21	Exam #1	
July 22	Table	Ch. 8
July 23	Multimedia	Ch. 11
July 24	Forms	Ch. 9
July 28	JavaScript	Ch. 14
July 29	JavaScript	
July 30	JavaScript	
July 31	Exam #2	
Aug. 4	Web Promotion	Ch. 13 Above the Fold: Ch. 8
Aug. 5	Usability Test	Usability.gov
Aug. 6	Project Work	
Aug. 7	Project Presentation	
Aug. 11	Project Presentation	