CTEC 2350 Sec. 002
WEB COMMUNICATION DESIGN & DEVELOPMENT I
Fall 2017

Tuesday &Thursday 12:30-1:50 PM, COBA 336
Course Web Site: http://omega.uta.edu/~cyjang/ctec2350

Instructor

Dr. Chyng-Yang Jang
Office: Fine Arts Building 413
Office Hours: Tuesday & Thursday 3:30 – 4:50 PM, or by appointment
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Required Textbook

Goto, K. & Cotler, E. (2004) ***Web ReDesign 2.0: Workflow that Works***. Peachpit Press ISBN: 978-0735714335

Felke-Morris, T. (2014). ***Web development and design foundations with HTML5 (7th Ed.)***. Indianapolis, IN: Pearson. ISBN: 978-0133571783

Course Description

Overview of theoretical principles of communication, organization, human-computer interaction, and user experience research for effective communication over the Internet. This course provides an introduction to essential elements of Web design and development, including using markup and style sheet languages, developing information architecture, and assessing usability.

Student Learning Outcomes

The goal of this course is to help students:

- Grasp a basic understanding of the Internet and WWW-based technologies and their relations to human communication processes;
- Acquire hands-on experience with the uses and applications of Web design and development skills;
- Understand the process of the workflow of Web design and development;
- Learn to evaluate and critique the usability of the Web.

Course Communication

All course-related messages will be posted on the class web site (http://omega.uta.edu/~cyjang/ctec2350/). 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

"**[CTEC2350]**" 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 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 (9/28)	200 points
Exam 2 (11/7)	200 points
Assignments, Exercises, Quizzes	300 points
Term Project	300 points
- Project draft due: 11/21	
- Project due: 11/29	
- Project presentation: 11/30, 12/5, 12/14	
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.

Expectations for Out-of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

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:
At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. **As the instructor of this section, I will take attendance from time to time. Your full attendance is expected**. However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

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://wweb.uta.edu/aao/fao/).

Other Important Class Policies

Disability Accommodations

UT 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), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy:

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.

Title IX Policy:

The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit* www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

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, or view the information at http://www.uta.edu/universitycollege/resources/index.php.

The IDEAS Center (2nd Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at http://uta.mywconline.com. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library's 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. http://library.uta.edu/academic-plaza

Library & Research Assistance: University-level research requires university-level sources. Appropriate sources include scholarly and peer-reviewed journal articles, scholarly books, and credible news magazines and newspapers. The UTA Library http://library.uta.edu/ offers a plethora of resources and subject specialists to help you select and locate appropriate sources. Find library staff at the Service Zone on the first floor of the UTA Central Library, by phone at (817) 272-3395, by text at (817) 727-8395, email at AskUs@uta.edu, or the chat widget on the library's homepage, http://library.uta.edu/. For a list of useful guides to help you start your research, visit: http://libguides.uta.edu/.

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

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit http://www.uta.edu/news/info/campus-carry/

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.

Emergency Exit Procedures

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest stairwell, which is located on the left-hand side once you step out of the classroom (COBA 336), and then exit the

building when reach the first floor. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Schedule of Topics

The schedule of topics will be attached at the end of this document. The topics covered include

> Define the Project, Develop Site Structure, Visual Design, Usability Evaluation, HTML, CSS.

The schedule and any update to it are posted on the course web site. ***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.***

Emergency Phone Numbers

In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911.

Web Communication Design and Development I

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.

Week	Tuesday	Thursday
Aug 22, Aug 24		Introduction
Aug 29, Aug 31	Internet Basics (Ch. 1)	HTML Basics (Ch. 2)
Sep 05, Sep 07	HTML Basics (cont.)	Intro to CSS (Ch. 3)
Sep 12, Sep 14	Intro to CSS (cont.)	Define Project (Web Redesign: Ch. 2, 3)
Sep 19, Sep 21	Visual Elements and Graphics (Ch. 4)	Web Design and Page Layout (Ch. 5, 6)
Sep 26, Sep 28	Develop Site Structure (Web ReDesign: Ch. 4)	**Exam #1**
Oct 03, Oct 05	Table (Ch. 8)	Multimedia (Ch. 11)
Oct 10, Oct 12	(No class)	Forms (Ch. 9)
Oct 17, Oct 19	Form (cont.)	Lab
Oct 24, Oct 26	Comm Day Activities	Responsive Design & Media Query (Ch. 7)
Oct 31, Nov 02	Responsive Design (cont.)	Review
Nov 07, Nov 09	**Exam #2**	Usability test (Lecture & preparation)
Nov 14, Nov 16	Project consultation	Project consultation
Nov 21, Nov 23	Project Draft Due before class **Usability Evaluation**	Thanksgiving Holiday
Nov 28, Nov 30	**Project Work** Project Due: 11/29	**Project presentation**
Dec 05, Dec 07	**Project presentation**	No class
Dec 12, Dec 14		**Project Presentation**12/14 11:00 AM - 1:30 PM