



<http://www.webdesignanddevelopment.com>

3

Web Communication Design and Development 3

COMM 4350-001

Location & Time: FAB 412 • T•TH • 3:30pm to 4:50pm

Office Hours: after class • FAB 413c

Dr. Brian Horton - [brianhorton@uta.edu](mailto:brianhorton@uta.edu)

Department of  
**Communication**

## Description of Course Content

A continuation of CTEC 3350. This course review and apply theoretical principles of communication, organization, human-computer interaction, user experience research, and information architecture for effective communication over the Internet, including Web site design, implementation, and evaluation. Students also gain hands-on experience in effective client communication skills in the context of project management and development. Prerequisite: CTEC 2350, 3320, 3350, 4309, and one of the following: CTEC 4321 or 4323.

## Student Learning Outcomes

After completing the course, students will

- be comfortable creating websites for various platforms in an efficient, aesthetically pleasing manner.
- be comfortable with current trends in web development and design, including but not limited to HTML5, CSS3, JavaScript frameworks and Responsive Design Workflows.
- successfully (re)design a website from start to finish.
- gain an in-depth knowledge of JavaScript through hands-on exercises and quizzes.

## Required Textbooks and Other Course Materials

- 📖 Duckett, J. (2014). Javascript and JQuery. Wiley.
- 📖 Giraudel, H., & Suzanne, M. (2016). Jumpstart Sass. Peachpit Press.
- 📖 You're My Favorite Client
- 📖 Lynda.com (free to UTA students)

## Other Requirements

- Regular access to Blackboard to access supplementary materials
- Access to computer and printer

## Classroom Technology Policy

Please switch off cell-phones and leave out of sight until the class period is over or during break periods. Please leave the class room to use any e-devices except during quizzes.

I do not allow cell phones to be used to take pictures of materials I present via projected material or material on the whiteboard. When applicable, I will distribute handouts or other guides to learning. You are expected to develop and actively use notetaking techniques.

## Attendance

At The University of Texas at Arlington, taking attendance is not required. Rather, 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 have established following attendance policy:

Attendance will be taken for administrative reasons, but it will not factor into your overall grade. However, it will factor into requests for letters of recommendation. If you miss a class during a module, you will take the group quiz individually.

## Late Work

I DO NOT accept late work unless you have an excused absence (e.g., documented illness, accident, jury duty, death in family). All absences must be accompanied with legitimate, official documentation that includes contact information in case follow-up is needed.

## Grading/Assessment

ASSESSMENT	TOTAL % OF GRADE
VISUAL IDENTITY FOR COMPANY	5%
COMMUNICATION BRIEF	5%
STAGING WEBSITE	10%
WEBSITE PLANNING - SWOT, SITEMAPS, WIREFRAMES	10%
GROUP QUIZZES	40%
FINAL PRESENTATION	10%
FINAL CLIENT PROJECT	20%
<b>TOTAL</b>	<b>100%</b>

## Descriptions of major assignments and examinations

The course has been designed to promote active learning AND learning at multiple stages.

**VISUAL IDENTITY FOR COMPANY:** You should have a visual identity for your “company”. A visual identity includes an official company name, logo, tagline, letterhead, envelope, and visual identity guidelines. You should use your this identity in ALL communication with clients.

**COMMUNICATION BRIEF:** Your communication brief is a formal document that describes what the client is requesting from you. Information for the communication brief is generated through surveys and interviews. The brief should be 1-2 pages in length and should have a place for you and the client to sign. It is a binding agreement.

**STAGING SITE:** A staging site is a place where you clients will go to see the progress you are making on the site. The staging site will be a specific area of your “company page” that you can refer your client to. See your Web Resign textbook for examples.

**SITE PLANNING:** SWOT analysis (including competitive analysis, feature analysis), sitemap, page flow, wireframes, web prototypes.

**USABILITY TESTING:** You should gather 5-7 individuals (no more, no less) for testing. You should turn in a completed version of your testing plan before you do your testing for approval. You should complete a 1-2 page write-up of your findings after completing the testing.

**FINAL DESIGN FOR CLIENT:** After doing your testing, you should make final revisions to your website. Before presenting to the client on finals week, we will test out your classmates’ websites in class. This is your last chance to get feedback on your project before showing it to your client.

**PRESENTATION TO CLIENT (FINALS WEEK):** This is a formal presentation. You should make arrangements for your client to come into class to see your work. You should dress professional and demonstrate your solutions to the problem. A successful presentation should demonstrate a clear difference before/after you worked on the project.

**GROUP QUIZZES:** You will need an IF-AT form to take the group quiz. I will provide you with these forms. You will have approximately 25 minutes to complete 10 questions with your team. Once you have completed your team quiz and calculated your team score, you will hand in the text questions and your IF-AT Form. *If you are late to the group quiz, you may not take it. If you miss more than 1 class during the module, you will have to take the quiz individually.*

## Make-up Quizzes

If you miss a quiz because of a documented absence, you will be allowed to make up the exam. All make up exams must be completed within 5 days of the documented absence.

## Expectations for Out-of-Class Study

A general rule of thumb is this: for every credit hour earned, a student should spend 3 hours per week working outside of class. Hence, a 3-credit course might have a minimum expectation of 9 hours of reading, study, etc.

## 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/aao/fao/>).

The last drop date for the course is November 1st, before 4:00 p.m. CST.

## 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.

## Title IX

The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX).

## Academic Integrity

Students enrolled all UT Arlington courses 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.”

UT Arlington faculty members 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.

## Electronic Communication

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 an online 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 exit, which is located to the left and down the hall towards the restrooms.











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.

## Student Support Services

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).










Module	Day	Date	Topic	Class Prep / Readings	Activities
<b>MODULE 1 - Sass Variables</b>					
<b>1.1</b>	<b>R</b>	<b>08/24</b>	 Overview of Project and Assignments; Staging Site	<b>JSS CH 1-2</b>	
<b>1.2</b>	<b>T</b>	<b>08/29</b>	 Sass Variables	<b>JSS - 3</b>	Styleguide with SASS variables
<b>1.3</b>	<b>R</b>	<b>08/31</b>	 Sass Variables	<b>JSS - 3</b>	Styleguide with SASS variables
<b>MODULE 2 - Sass Functions and Mixins</b>					
<b>2.1</b>	<b>T</b>	<b>09/05</b>	 Sass Functions	<b>JSS - 4</b>	Group Quiz 1  Asset management with Sass functions
<b>2.2</b>	<b>R</b>	<b>09/07</b>	 Sass Mixins	<b>JSS - 4</b>	Creating UI elements with Sass mixins
<b>2.3</b>	<b>T</b>	<b>09/12</b>	 Sass Mixins	<b>JSS - 4</b>	Creating a responsive grid with Sass mixins
<b>2.4</b>	<b>R</b>	<b>09/14</b>	 Sass Mixins	<b>JSS - 4</b>	Creating reusable cards with Sass mixins
<b>MODULE 3 - Sass Conditionals and Loops</b>					
<b>3.1</b>	<b>R</b>	<b>09/19</b>	 Sass Conditional Statements	<b>JSS - 5</b>	Group Quiz 2  Content generation with conditional statements
<b>3.2</b>	<b>T</b>	<b>09/21</b>	 Sass Conditional Statements	<b>JSS - 5</b>	Conditional form messages
<b>3.3</b>	<b>R</b>	<b>09/26</b>	 Sass Loops	<b>JSS - 5</b>	Animation with loops

“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.  
–Brian Horton.”

Module	Day	Date	Topic	Class Prep / Readings	Activities
<b>Module 4 - Nesting</b>					
4.1	T	09/28	 Nesting	JSS - 6	Group Quiz 3 Contextual selectors
4.2	R	10/03	 Nesting	JSS - 6	Ampersand and parent selectors
4.3	T	10/05	 Context Nesting	JSS - 6	Contextual media queries and @ support directives
<b>MODULE 5 - Extends</b>					
5.1	T	10/10	 Extend Directive	JSS - 7	Group Quiz 4 Card layouts and @extend
5.2	R	10/12	 Extend Directive	JSS - 7	Complications with @extend
<b>Review and Presentations</b>					
	T	10/17	 Review Exercises		Group Quiz 5
	R	10/19	 Midterm Presentations		
<b>MODULE 6 - Simple Variables</b>					
6.1	T	10/24	 Math and Number methods	JJ - Chapter 2	Math and Number methods
6.2	R	10/26	 String Methods	JJ - Chapter 2	String Methods and Regular Expressions
6.3	T	10/31	 Date Methods	JJ - Chapter 2	Date Methods, Tablesaw JS

"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.  
-Brian Horton."



Module	Day	Date	Topic	Class Prep / Readings	Activities
<b>MODULE 7 - Complex Variables and Functions</b>					
<b>7.1</b>	<b>R</b>	<b>11/02</b>	 Array Methods	<b>JJ - Chapter 3</b>	Group Quiz 6 Array methods, Array maps
<b>7.2</b>	<b>T</b>	<b>11/07</b>	 Object Methods	<b>JJ - Chapter 3</b>	Accessing object properties, object loops
<b>7.3</b>	<b>R</b>	<b>11/09</b>	 Module Pattern	<b>JJ - Chapter 3</b>	Module / API pattern
<b>7.4</b>	<b>T</b>	<b>11/14</b>	 IIFE, Passing a value from one function to another	<b>JJ - Chapter 3</b>	
<b>MODULE 8 - DOM and EVENTS</b>					
<b>8.1</b>	<b>R</b>	<b>11/16</b>	 Accessing DOM elements	<b>JJ - Chapter 5-6</b>	Group Quiz 7 Vue.js vs Angular vs. React.js
<b>8.2</b>	<b>T</b>	<b>11/21</b>	 Adding, Removing, and Updating the DOM	<b>JJ - Chapter 5-6</b>	Filtering content
<b>MODULE 9 - AJAX</b>					
<b>9.1</b>	<b>T</b>	<b>11/28</b>	 Constructing a JSON file via PHP  Loading content into a page via event handling	<b>JJ - Chapter 8; Video Lecture</b>	Group Quiz 8; Usability Testing Usability Testing Usability Testing Report Final Website Due
<b>9.2</b>	<b>R</b>	<b>11/30</b>		<b>Usability Testing</b>	
	<b>T</b>	<b>12/05</b>			
	<b>R</b>	<b>12/14</b>	 Presentations		