

WEBSITE DEVELOPMENT & DESIGN II

CTEC3350-001

SPRING 2018 | FAB404, Tuesday and Thursday, 3:30PM - 4:50PM



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Office Hours: Tuesday & Thursday | 4:50PM - 5:30PM

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Description of Course Content: A continuation of CTEC 2350. This course provides in-depth examination of usability, accessibility, online rhetoric, branding as well as current Web communication technology including mark-up language, scripting and style sheet for effective Web communication.

Students are expected to create individual websites that are user-friendly, consistently branded, strategic, and aesthetically pleasing. Prerequisite: CTEC 2350.

Student Learning Outcomes: After completing the course, students will be comfortable creating websites for various platforms in an efficient, aesthetically pleasing manner. Students will be comfortable with current trends in web development and design, including but not limited to HTML5, CSS3, CSS Preprocessors, GIT workflows, JavaScript frameworks and Responsive Design Workflows.

REQUIRED TEXTBOOKS AND OTHER COURSE MATERIALS:

- ❑ Felke-Morris, T. (2013). Web Development and Design.
- ❑ Miller, B. (2014). Above the fold.

Other Requirements: This class has the following prerequisites:

CTEC 2350 - Web Design and Development I

DESCRIPTIONS OF MAJOR ASSIGNMENTS:

BEM Website: BEM stands for Block-Element-Modifier. It's one of the many systems to write CSS in an organized manner. The focus of the website is to create a stylesheet baseline that can be used for the Responsive Website. This will include global CSS styles, component wireframes and markup, color schemes, typography, graphics styling, etc.

Responsive Website: You will develop a portfolio (or company) website based on the "Mobile First" design philosophy. Your site should foster a positive user experience across all form factors, including mobile, tablet and desktop. The focus of the review website is the use of custom media queries, code organization, CSS preprocessors, and user interface design.

ATTENDANCE

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, attendance will be taken each class. If you are late by more than 15 minutes, you will be considered tardy; 2 tardies equal 1 absence. After your second absence, a 2% deduction will be applied to your final grade for each subsequent absence.

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.

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.

GRADING

Assignment/Assessment	Points	Total %
Responsive Website (website 1)	1000pts	30%
Website Redesign (website 2)	1000pts	40%
Exam 1	100pts	15%
Final Exam	100pts	15%

Letter Grades

A	90 or above
B	80 - 89
C	70 - 79
D	63 - 69
F	62 or below

Students may be exempted from the Final Exam if they have an average of 95% or above.

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.

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 **March 30, 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 <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 ("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

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.

Students may NOT use templates, frameworks, designs, or any other web development aids without prior approval by instructor. Any student caught using resources not created by the student can and will be referred to the Office of Student Conduct.

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 stairwell, which is located on the left-hand side once you step out of the classroom (FAB404), 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.

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, or view the information at <http://www.uta.edu/resources>.

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). 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)

<http://www.uta.edu/disability>

817-272-3364

Counseling and Psychological Services, (CAPS)

<http://www.uta.edu/caps/>

817-272-3671

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 or by calling the Office for Students with Disabilities at (817) 272-3364.

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/>

LIBRARIAN TO CONTACT:

Evelyn Barker

ebarker@uta.edu

817-272-6064

Jeff Downing

downing@uta.edu

817-272-9505

IMPORTANT LINKS

Library Home Page <http://www.uta.edu/library>

Subject Guides. <http://libguides.uta.edu>

Subject Librarians <http://www.uta.edu/library/help/subject-librarians.php>

Database List <http://www.uta.edu/library/databases/index.php>

Course Reserves. <http://pulse.uta.edu/vwebv/enterCourseReserve.do>

Library Tutorials <http://www.uta.edu/library/help/tutorials.php>

Connecting from Off-Campus <http://libguides.uta.edu/offcampus>

Ask A Librarian. <http://ask.uta.edu>

THEORY

Lesson	Objective
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1	
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	ABOVE THE FOLD: CHAPTER 1
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	Website Planning
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	Understand the process to create a project plan using tools such as SWOT analysis, Documentation, Sitemap, Wireframe, Usability Diagrams, etc.
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2	
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	ABOVE THE FOLD: CHAPTER 2
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	Elements of Usability
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	We will explore the following interface elements, which, when combined, cover the usability touchpoints for a user: navigation, breadcrumbs, site search, submission forms, links and buttons, and error messages.
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3	
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	ABOVE THE FOLD: CHAPTER 3
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	Space, Grids, & Responsive Design
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	This chapter will explore the means of organizing space to enhance a user's access to, and understanding of, information.
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4	
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	ABOVE THE FOLD: CHAPTER 4
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	Anatomy of a Web Page
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	Understand the different conventions used on the web, search engine optimization basics, advertisements and basic website structure and their role for users' interaction.
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	ABOVE THE FOLD: CHAPTER 5
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	The Elements of Web Design
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	Explore the aesthetic treatment of the elements within a design that not only help form relationships within a system but create a visual style.
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6	
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	ABOVE THE FOLD: CHAPTER 6
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	Web Typography
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	Learn and explore principals for good typography and all aspects of good type for web.
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7	
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	ABOVE THE FOLD: CHAPTER 7
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	Search Engine Optimization
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	Get an understanding of various principles to help attract customers and optimize our site by using keywords, descriptions, and even paid options.
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PRACTICAL

Practical Objective

1

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 8

Tables

Describe the recommended use of a table on a webpage. Create a basic table with the table, table row, table header, and table cell elements.

2

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 3

Configuring Color and Text with CSS

Understand different types of CSS implementations. Also, configure element, class, id, and descendant selectors.

3

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 7

Flexible Box Layout

Understand the advantages of using Flexbox over floats, and its attributes to both container and child elements.

4

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 9

Forms

Describe common uses of forms on web pages. Create forms on web pages using the form, input, textarea, and select elements.

5

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 11

Multimedia

Describe the types of multimedia files used on the web. Configure audio and video on a web page with HTML5 elements. Understand CSS3 transform and transition.

6

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 13

Web Promotion

Identify commonly used search engines and search indexes. Describe the components of a search engine. Design web pages that are friendly to search engines.

7

WEB DEVELOPMENT & DESIGN FOUNDATIONS WITH HTML5: CHAPTER 14

A Brief look at JavaScript and jQuery

Describe common uses of JavaScript on web pages. Describe the purpose of the DOM and list some common events. Configure simple JavaScript.

Date	Day	Topic	Assignment
January 16	T	Introduction to Course	GitHub Account Username
January 18	Th	Lesson 1 Website Planning	SWOT Analysis and Sitemap
January 23	T	Practical 1 Tables	
January 25	Th	Lesson 2 Elements of Usability	Navigation and Breadcrumb Wireframes
January 30	T	Lesson 2 Elements of Usability	
February 1	Th	Practical 2 CSS	
February 6	T	Practical 2 CSS	
February 8	Th	Lesson 3 Space, Grids & Responsive Design	
February 13	T	Lesson 4 Anatomy of a Web Page	
February 15	Th	Practical 3 Flexbox	BEM Stylesheet Organization wireframes
February 20	T	Practical 3 Flexbox	
February 22	Th	Lesson 5 The Elements of Web Design	Site Color Scheme
February 27	T	Lesson 6 Web Typography	Typography and styles for site
March 1	Th	Midterm	
March 6	T	Class Work Day	
March 8	Th	Practical 4 Forms	Responsive Forms
March 12-17 Spring Break			
March 20	T	Practical 4 Forms	
March 22	Th	COMM Day	BEM Site Due
March 27	T	Practical 5 Multimedia	Responsive Videos

March 29	Th	Lesson 7 & Practical 6 Search Engine Optimization	Bonus Points: SEO Plan for Site
March 30 Last Day to Drop Classes			
April 3	T	Class Work Day	Bonus Points: Site Wireframes
April 5	Th	Practical 7 JavaScript Intro	Bonus Points: Above the Fold Chapter 8 Summary and Implementation on Final Site
April 10	T	Practical 7 JavaScript Intro	Final Site: Proof # 1 JavaScript: Alert
April 12	Th	Practical 7 JavaScript Intro	JavaScript: Mobile Navigation
April 17	T	Practical 7 JavaScript Intro	Final Site: Proof # 2
April 19	Th	Class Work Day	Bonus Points: Above the Fold Chapter 9 Summary and Implementation on Final Site
April 24	T	Presentations	Final Website Due Before Class Time No Late Submission Accepted
April 26	Th	Presentations	
May 1	T	Class Work Day	
May 3	Th	Class Work Day	
May 10 from 2:00 p.m. - 4:30 p.m. Final Exam			

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.