SYLLABUS
SPRING 2018
T & Th 3:30 p.m. - 4:50 p.m.

WD&D II

WEBSITE DEVELOPMENT & DESIGN II
CTEC3350-001

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Office Hours: T & Th 4:50 p.m. - 5:30 p.m.

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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.

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, basic JavaScript and Responsive Design Workflows.

PREREQUISITE
CTEC 2350 - Web Design and Development I

REQUIRED TEXTBOOKS
� Felke-Morris, T. (2013). Web Development and Design Foundations w/ HTML5.
⛷ Miller, B. (2014). Above the fold.

We will heavily use both books throughout the semester.

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 absent.

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)	1000 points	30%
Website Redesign (website 2)	1000 points	40%
Exam 1	100 points	15%
Final Exam	100 points	15%

Letter Grades

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

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://wweb.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

ASSIGNMENTS

- There are two major assignments in CTEC 3350.
- You may find the breakdown for each assignment below.
    - » Each point breakdown counts as a whole unless otherwise stated in the point attribution description.
- Most if not all points for both major assignments are broken down and submitted as individual smaller assignments throughout the semester.

BEM WEBSITE

Total Points: 1000 points

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, components wireframe and markup, color schemes, typography, graphics styling, etc.

OVERALL ASSIGNMENT REQUIREMENTS:

- **Flexbox** (-50 points)
    - » The assignment must be done primarily using Flexbox, else it will incur a 50 point deduction
    - » All flexbox declarations must include its -webkit counterparts
- **Responsive** (-50 points)
    - » The assignment must be done responsive, else it will incur a 50 point deduction
- **Main Heading** (-50 points)
    - » The heading of the BEM Site should reflect the navigation for your main site, else it will incur a 50 point deduction
- **Navigation/Table of Content** (50 points)
    - » A table of content must be available for the Typography, Branding & Setup, and Components Page
- It is the student's responsibility to check that all image references, CSS references, font references work as relative paths to each other. In the event the site is submitted and the references are not available or not linked properly it will be an immediate fail for the assignment

ASSIGNMENT WEIGHT DISTRIBUTION

Typography (250 points)

- **Headings** (70 points)
    - » At least two different options: standard and custom
- **Inline Text Elements** (40 points)
    - » <mark>
    - » <s>/<del>
    - » <u>
    - » <b> and <strong>
    - » <i> and <em>
    - » <q>
- **Quotes** (70 points)
    - » At least two different CSS modifiers
- **Lists** (70 points)
    - » At least two different CSS modifiers

Branding & Setup (250 points)
· **Color Scheme** (40 points)
  » At least three main colors that will be used on the site
· **Basic Page Template** (70 points)
  » HTML structure
· **Buttons** (70 points)
  » At least two different CSS modifiers
· **Forms** (70 points)
  » Vertical and Horizontal options

Components (350 points)
· **At least 5 components** (70 points each)
  » Display and markup must be included to count for grading, no partial components accepted
  » The components must be completely different from one another
  » It is the instructor's discretion to accept or reject components

Documentation (150 points)
· **SWOT Analysis** (50 points)
· **External Files** (25 points each)
  » Creative Brief
  » Sitemap
  » Navigation
  » Original Component Designs

RESPONSIVE WEBSITE

Total Points: 1000 points

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.

OVERALL ASSIGNMENT REQUIREMENTS

· **Flexbox** (-200 points)
  » The assignment must be done primarily using Flexbox, else it will incur a 200 point deduction
  » All flexbox declarations must include its -webkit counterparts
· **Responsive** (-100 points)
  » The assignment must be done responsive, else it will incur a 100 point deduction
· **Peer Proofs** (50 points each)
  » Both Peer Proofs must be filled and scanned in order to be accounted for this assignment
· **Presentation** (100 points) & Peer Buy-In (50 points)
  » The site must be presented to the class with a PowerPoint presentation and a demonstration of your site. All PowerPoint presentations must be submitted to the instructor before class before presentations week.
  » At the end of your presentation the class will decide if the site would be purchased or not by the class. If the site is purchased then you will receive 50 points towards your grade.

- It is the student's responsibility to check that all image references, CSS references, font references work as relative paths to each other. In the event the site is submitted and the references are not available or not linked properly it will be an immediate fail for the assignment

ASSIGNMENT WEIGHT DISTRIBUTION

Extra Points (100 points)
- **Wireframes** for all pages and them being implemented on the site (25 points)
- **Book Summary** (up to 50 points)
  - » Provide a Summary of Chapter 8 from Above the Fold. The summary must include your suggestions for your site along with their implementation. (25 points)
  - » Provide a Summary of Chapter 9 from Above the Fold and explain how you would test and analyze the site based on your Creative Brief goals. (25 points)
- **Make your navigation mobile responsive** using jQuery. (25 points)

BEM Site (300 points)
- Do all **components** used on the site match your BEM? (100 points)
- Does the **typography** match the BEM Website? (100 points)
- Is the **color scheme** from BEM applied to the final website? (100 points)

Completeness (700 points)
- **Does the site work on all major browsers?** (40 points each)
  - » Chrome
  - » Firefox
  - » Safari
  - » Edge
  - » Internet Explorer 11
- Are **all required pages created** for this site?
- Does the folder structure and files match the required folder structure provided? (80 points)

For every calendar day each that either the BEM or Final Website is late there will be a 100 point deduction from the total points available for that site. If the site is more than 4 days late, the student will be receive a zero. No exceptions.

THEORY

Lesson	Objective

01
ATF: CHAPTER 1
Website Planning
Understand the process to create a project plan using tools such as SWOT analysis, Documentation, Sitemap, Wireframe, Usability Diagrams, etc.

02
ATF: CHAPTER 2
Elements of Usability
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.

03
ATF: CHAPTER 3
Space, Grids, & Responsive Design
This chapter will explore the means of organizing space to enhance a user's access to, and understanding of, information.

04
ATF: CHAPTER 4
Anatomy of a Web Page
Understand the different conventions used on the web, search engine optimization basics, advertisements and basic website structure and their role for users' interaction.

05
ATF: CHAPTER 5
The Elements of Web Design
Explore the aesthetic treatment of the elements within a design that not only help form relationships within a system but create a visual style.

06
ATF: CHAPTER 6
Web Typography
Learn and explore principals for good typography and all aspects of good type for web.

07
ATF: CHAPTER 7
Search Engine Optimization
Get an understanding of various principles to help attract customers and optimize our site by using keywords, descriptions, and even paid options.

08 ATF: CHAPTER 8
Marketing & Conversion
Learn how to implement SEO and drive high-value visitors to your client's website.

PRACTICAL

Practical Objective

01 WD&DF: 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.

02 WD&DF: CHAPTER 3
Configuring Color and Text with CSS
Understand different types of CSS implementations. Also, configure element, class, id, and descendant selectors.

03 WD&DF: CHAPTER 7
Flexible Box Layout
Understand the advantages of using Flexbox over floats, and its attributes to both container and child elements.

04 WD&DF: CHAPTER 9
Forms
Describe common uses of forms on web pages. Create forms on web pages using the form, input, textarea, and select elements.

05 WD&DF: 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.

06 WD&DF: 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.

07 WD&DF: 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.

CALENDAR

Week	Day	Topic	Assignment
01	T	Introduction to Course	Client Introduction and Component Wireframe Research
	Th	Lesson 01 Website Planning	Creative Brief
02	T	Practical 01 Tables	SWOT Analysis and Sitemap
	Th	Lesson 02 Elements of Usability	Navigation and Breadcrumb Wireframe (Rough Draft)
03	T	Lesson 02 or Practical 02	
	Th	Practical 02 CSS	Typography and styles for site
04	T	Practical 02 CSS	
	Th	Lesson 03 Space, Grids & Responsive Design	
05	T	Lesson 04 Anatomy of a Web Page	Components Wireframe (Rough Draft)
	Th	Practical 03 Flexbox	Components Wireframe
06	T	Practical 03 Flexbox	
	Th	Lesson 05 The Elements of Web Design	Site Color Scheme
07	T	Lesson 06 Web Typography	
	Th	Midterm	
08	T	Practical 04 Forms	Responsive Forms
	Th	Practical 04 Forms	BEM Site Due
		March 12-17 Spring Break	

10	T	Practical 05 Multimedia	Responsive Videos
	Th	Lesson 07 Search Engine Optimization	
11	T	Lesson 08 Marketing & Conversion	Bonus Points: Above the Fold Chapter 8 Summary and Implementation on Final Site
	Th	Practical 06 Web Promotion	

March 30 Last Day to Drop Classes

12	T	Class Work Day	
	Th	Practical 07 JavaScript Intro	Bonus Points: Above the Fold Chapter 9 Summary and Implementation on Final Site
13	T	Practical 07 JavaScript Intro	**Final Site: Proof # 1** JavaScript: Alert
	Th	Practical 07 JavaScript Intro	JavaScript: Mobile Navigation
14	T	Practical 07 JavaScript Intro	**Final Site: Proof # 2**
	Th	Class Work Day	
15	T	Presentations	**Final Website Due | No Late Submission Accepted**
	Th	Presentations	
16	T	Class Work Day	
	Th	Class Work Day	

Final Exam. May 10 from 2:00 p.m. - 4:30 p.m.

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.