IT 240 – Web Design
Course Syllabus and Calendar – Winter 2013

Professor Don Colton

Brigham Young University–Hawai'i

Contents

1 Overview

This is an introductory class in Website Design and Development.

1.1 What Will We Do?

Briefly, this is what we will be doing this semester:

Quick Start: We make a simple web page, less than ten lines long, right on the computer you are using. Then we talk about domain names and web hosting. We follow that with control panels, to get your website up, and copyright, to avoid getting your website taken down. Finally, we publish.

Web Development Tools: Many websites are built using cookie-cutter technologies. In minutes you can have your idea up and running. We look into WordPress, the leading CMS (Content Management System) in the world.

Media: Text is great, but what is a web page without pictures? We give you basic image editing skills.

And we talk a bit about audio and video.

Markup: Here we pop open the hood and look at the engine that runs the web: HTML. Good news: it is a pretty simple language.

Style: This is where a lot of the power and fun lies. Adding CSS to HTML is like turning a typewriter into a word processor.

Action: You learn what it takes to put JavaScript into a web page, and why you might want to.

Most class time is spent actually making things or helping others make them. I go over parts of the textbook to introduce activities, but there is lots more in the book that we will assume you have read.

1.2 Are You Prepared?

We assume you have no web development experience whatsoever. We expect you can (a) type, (b) send and receive email, and (c) visit websites. I hope you are ready.

1.3 There May Be Changes

Like all courses I teach, I will be keeping an eye out for ways this one could be improved. Changes generally take the form of opportunities for extra credit, so nobody gets hurt and some people may be helped. If I make a change to the course and it seems unfair to you, let me know and I will try to correct it. If you are brave enough, you are welcome to suggest ways the class could be improved.

I may digitally record the audio of my lectures some days. This is to help me improve my teaching materials.

2 Course Details

2.1 About the Course

- **Course Number:** IT 240
- **Title:** Web Design
- **Course Description:** Concepts of multimedia design and creation for the Internet using web programming tools to develop web pages for the Internet.
- **Textbook:** http://iwdd.tk/ Introduction to Website Design and Development: HTML,

CSS, and JavaScript. By Don Colton.
- **Classroom:** GCB 111
- **Start/End:** Tue Jan 8 to Tue Apr 9, 2013
- **Class Time:** TTh 12:10 to 1:40 PM
- **Open Lab:** MWF 11:00 to 12:00 noon
- **Final Exam:** Thu, Apr 11, 1:00 to 3:50 PM

2.2 About the Instructor

- **Instructor (me):** Don Colton
- **My email:** doncolton2@gmail.com
- **My Office:** GCB 128
- **Office Hour:** MWF 11:00 to 12:00. GCB 111 is reserved this hour so my students can study in a lab setting and meet with me and each other. During this hour I am almost always in GCB 111 or across the hall in my office (GCB 128).

2.3 My Websites

Here is a list of my other websites that you may encounter this semester.

- http://byuh.doncolton.com/it240/ is my course homepage. It has links to everything else, including the study guide and the textbook.
- http://byuh.doncolton.com/ is my campus homepage. It has my calendar and links to the homepages for each of my classes.
- http://doncolton.com/ is my off-campus homepage.
- https://dcquiz.byuh.edu/ is the learning management system for my courses.

3 Calendar

We meet 25 times plus the final. March 21 is reserved for the University-wide Empower Your Dreams activity. There is no class that day. March 26 is Prince Kuhio day. It is a holiday. There is no class that day.

The due date and deadline for each activity will be published in class and in the course study guide, which will be updated regularly throughout the semester.

3.1 Special Dates

Tu **Jan 08** First Day of Instruction

Th **Mar 21** No Class: Empower Your Dreams
Tu **Mar 26** No Class: Kuhio Day
Tu **Apr 09** Last Day of Instruction
Th **Apr 11** Final Exam, 1:00 to 3:50

3.2 Excused Absences

My policy is to build a bit of slack into the grading so you can miss a few days (or assignments) if you need to, and still earn an A. Taking a friend to the airport? Taking your spouse or child to the doctor? Taking a field trip for another class? No problem. You are excused.

Portfolio assignments are due soon after they are assigned, but I normally allow late work at full credit for two more weeks (except at the end of semester).

Beyond that I do not offer special treatment to anyone except in HIGHLY unusual situations.

4 Grading

Grading is based on Effort (40%), Portfolio (50%), and the Exam (10%). Plus there is some extra credit available.

4.1 Grading Scale

I use a 60/70/80/90 model based on 1000 points.

Grading is based on 1000 points

930+	A	900–929	A–	870–899	B+
830–869	B	800–829	B–	770–799	C+
730–769	C	700–729	C–	670–699	D+
630–669	D	600–629	D–	0–599	F

4.2 Tracking Your Grade

I keep an online gradebook so you can see how your points are coming along. It also lets you compare them with other students in the class (without seeing their names).

https://dcquiz.byuh.edu/ is my personal Learning Management System. That is where I maintain my online grade book.

Your points are organized into three grade books: Overall, Portfolio, and Effort.

IT 240 Overall: The Overall imports the totals from Portfolio and Effort and adds your exam performance. It also shows your final grade.

IT 240 Portfolio: The Portfolio tracks in-class activities.

IT 240 Effort: The Effort points track the daily updates and study time.

4.3 Effort: (50 points) Daily Update

Each day in class starts with the "daily update" (DU). It is my way of reminding you of due dates and deadlines, sharing updates and news, and taking roll. It is your way of saying something anonymously to each other and to me. It must be taken in class during the 10-minute window of time that starts 5 minutes before class and ends 5 minutes into class.

The DU is worth three points per class period, with 50 points expected (for 17 out of 25 class periods), and 75 points possible. Anything beyond 50 is extra credit. It is also a reward for coming on time, or close enough that you can do the update.

As part of the Daily Update, once a week I will ask you how much time you spent studying the previous week. I will use your report to update your study time points.

4.4 Effort: (350 points) Study Time

We award points for study time (ST), which is time spent engaging with materials directly related to this course.

Time "engaging" in class counts as study time.

Each week you are invited to report, on your honor, how many hours you studied during the previous week, Sunday morning through Saturday night. We award four "effort" points per hour of "study," for an average of 25 points (6:15 hours) and a maximum of 28 points (7:00 hours) per week, whether we meet twice or only once (due to holiday for instance).

Most students max out the study time points each week. This provides them with extra credit that helps ensure they get an A in the class.

There are 14 weeks. 14 x 25 = 350. 14 x 28 = 392 (max). Anything beyond 350 points is extra credit.

Reporting Your Study Time

Once a week I will ask for your study time as part of the daily update.

For study during the very last week, which includes the final exam, you can report on the day of the final exam.

If you do not report in some other way, you can report by sending me the details in by email.

With email, use this as your subject line:

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it240 study time lastname firstname
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Inside the email, say something like: "For the week of (starting month and day) to (ending month and day), I studied (how many) hours." Be specific about which week it is.

4.5   Effort Points are Optional

The effort points (daily update and study time) are there as a safety net. They are easy to earn. They help to make sure you will pass the class.

But when I calculate your final grade, I do it two ways: (a) with the effort points, based on 1000 total points, and (b) without, based on 600 total points, rescaled to 1000.

Last semester, about 90% of my students did better when I counted their effort points. About 10% did better without.

Typically the 10% are the students who have previous experience in the subject, so they did not need to study as much.

I use whichever method gives you the best grade.

4.6   Portfolio (500 points)

We will normally have one portfolio assignment per class. Each will normally be worth 20 points.

25 assignments x 20 points = 500 points.

Bigger assignments may take two days and count double.

http://byuh.doncolton.com/it240/2131/ sguide.pdf has the study guide for this course. It provided details for how the 20 points are awarded on each assignment.

The due date and deadline for each activity will be published both in the daily update and in the course study guide. The study guide will be updated regularly throughout the semester.

Assignments made on Tuesday will normally be due Wednesday night, and will be graded on Thursday morning. Students will vote on Thursday for most impressive.

Assignments made on Thursday will normally be due Monday night, and will be graded on Tuesday morning. Students will vote on Tuesday for most impressive.

Deadline: Late work may be accepted up to two weeks late, or until midnight of the last day of class (Tuesday, April 9), which ever comes first. But see the study guide to make sure.

On portfolio work, you are encouraged to work with (but not just copy) your fellow students. We want everyone to get full credit on every assignment.

Every assignment will have ample opportunities for individual creativity. Duplicate work will not be accepted.

Impressive: Students will vote for the most impressive among the web pages for that day. The top pages will receive extra credit, probably 20%.

Points are assigned as follows:

0: 0% credit, nothing found. 404 or empty page.

1-2: 5-10% credit, incomplete work but headed in the right direction.

20: 100% credit. Essentially Complete.

Deductions are made for certain elements that are not done correctly. For example: no link to the Portfolio Homepage, no backlink from the Portfolio Homepage, no HTML validator link, HTML validator errors, no CSS validator link, CSS validator errors.

24: 120% credit. Complete and Impressive.

http://dc.is2.byuh.edu/it240.2131/ is the place to link your portfolio assignments. It is the Student Projects page for this class.

4.7   Exam: (100 points)

There is one exam. It is based largely on memorization of answers from the textbook. We ask things like: What does URL stand for? What is the tag

for a list item? What is the CSS for turning the background yellow?

I may break up the exam into several smaller pieces, but they will add up to 100 points.

There will be at least two chances to take each part of the exam.

4.8   Other Extra Credit

Report an error in the materials I provide. I always provide a syllabus and a course website. I may provide other materials, such as a textbook, a study guide, and sample tests. Each error reported can earn you extra credit. (Typos in my email messages are all too common and do not count.)

5   Learning Objectives

By the conclusion of this course, students will do the following.

Main Objectives: These are things the department expects me to cover.

- Learning objective. (How we achieve it.)

- Properly use HTML markup. (We cover h1, p, links, div, span, head, body, tables, lists, and forms.)

- Properly use CSS to style a webpage. (We cover box model, font families, inline style, and positioning.)

- Properly separate HTML and CSS. (We cover internal and external stylesheets based on tag, ID, class, and pseudo-class.)

- Create valid HTML and CSS. (We validate our HTML and CSS against W3C standards.)

- Integrate your knowledge. (Complete a Capstone Activity where you design and create a website that demonstrates your skills.)

Supplemental Objectives: These are things I will also cover because I think they are so important.

- Edit images. (We use Gimp to crop, resize, use transparency, and create icons.)

- Understand JavaScript. (We use it to dynamically alter the appearance of a webpage.)

- Understand CMS. (We install, operate, and customize WordPress, a popular Content Management Systems, including running a blog.)

- Understand DNS. (We establish a domain name and subdomains and populate them with content.)

6   Support

The major forms of support are (a) open lab, (b) study groups, and (c) tutoring.

Office Hours / Open Lab: This semester during my "office hours" I operate an open lab (a study hall) MWF from 11:00 AM to 12:00 noon in GCB 111. I will be present in GCB 111 or in my office to assist students that come. The room is available for your use in working on your projects, either individually or in groups.

Study Groups: You are encouraged to form a study group, and to help each other, and to be helped by each other.

Tutors / Open Lab: The CIS department provides tutoring in GCB 111, Monday through Friday, typically starting around 5 PM and ending around 11 PM (but earlier on Fridays). Normally a schedule is posted on one of the doors of GCB 111.

Tutors can be identified by the red vests they wear when they are on duty.

Not all of the tutors know about everything. But all of the tutors should know which tutors do know about whatever you are asking about, so they can direct you toward the best time to get your questions answered.

Open Door: If you still need help, please find me, even outside my posted office hours. My door is often open.

7   BYUH Learning Framework

I support the BYUH Framework for Learning. As we follow it, class will be better for everyone.

7.1 Prepare for IT 240

Prepare: Before class, study the course material and develop a solid understanding of it. Try to construct an understanding of the big picture and how each of the ideas and concepts relate to each other. Where appropriate use study groups to improve your and others' understanding of the material.

In IT 240: Read the textbook and study guide that I wrote for you. Then branch out and learn other things. There is more than we could cover in class because we all learn at different rates. Our in-class time is normally better spent working together doing activities and answering your questions than listening to my lectures.

7.2 Engage in IT 240

Engage: When attending class actively participate in discussions and ask questions. Test your ideas out with others and be open to their ideas and insights as well. As you leave class ask yourself, "Was class better because I was there today?"

In IT 240: Participate in the in-class activities. Those that finish first are encouraged to help others that may want assistance. It is amazing what you can learn by trying to help someone else.

7.3 Improve at IT 240

Improve: Reflect on learning experiences and allow them to shape you into a more complete person: be willing to change your position or perspective on a certain subject. Take new risks and seek further opportunities to learn.

In IT 240: Review the web pages created by other students. Look for ways to improve your own work.

8 Standard Statements

All syllabi are encouraged or required to address certain topics. These are generally considered to be common sense, but we find that it is useful to mention them explicitly anyway.

8.1 Dress and Grooming Standards

The dress and grooming of both men and women should always be modest, neat and clean, consistent with the dignity adherent to representing The Church of Jesus Christ of Latter-day Saints and any of its institutions of higher learning. Modesty and cleanliness are important values that reflect personal dignity and integrity, through which students, staff, and faculty represent the principles and standards of the Church. Members of the BYUH community commit themselves to observe these standards, which reflect the direction given by the Board of Trustees and the Church publication, "For the Strength of Youth." The Dress and Grooming Standards are as follows:

Men. A clean and neat appearance should be maintained. Shorts must cover the knee. Hair should be clean and neat, avoiding extreme styles or colors, and trimmed above the collar leaving the ear uncovered. Sideburns should not extend below the earlobe. If worn, moustaches should be neatly trimmed and may not extend beyond or below the corners of mouth. Men are expected to be clean shaven and beards are not acceptable. (If you have an exception, notify the instructor.) Earrings and other body piercing are not acceptable. For safety, footwear must be worn in all public places.

Women. A modest, clean and neat appearance should be maintained. Clothing is inappropriate when it is sleeveless, strapless, backless, or revealing, has slits above the knee, or is form fitting. Dresses, skirts, and shorts must cover the knee. Hairstyles should be clean and neat, avoiding extremes in styles and color. Excessive ear piercing and all other body piercing are not appropriate. For safety, footwear must be worn in all public places.

8.2 Accommodating Special Needs

Brigham Young University–Hawai'i is committed to providing a working and learning atmosphere which reasonably accommodates qualified persons with disabilities. If you have any disability that may impair your ability to complete this course successfully, you are invited to contact the Students With Special Needs Coordinator at 808-675-3518. Reasonable academic accommodations are made for all students who have qualified documented disabilities.

8.3 Plagiarism

http://en.wikipedia.org/wiki/Plagiarism has a wonderful article on plagiarism. Read it if you are not familiar with the term. Essentially, plagiarism is when you present the intellectual work of other people as though it were your own. This may happen by cut-and-paste from a website, or by group work on homework. In some cases, plagiarism may also create a violation of copyright law. If you borrow wording from someone else, identify the source.

Intentional plagiarism is a form of intellectual theft that violates widely recognized principles of academic integrity as well as the Honor Code. Such plagiarism may subject the student to appropriate disciplinary action administered through the university Honor Code Office, in addition to academic sanctions that may be applied by an instructor.

Inadvertent plagiarism, whereas not in violation of the Honor Code, is nevertheless a form of intellectual carelessness that is unacceptable in the academic community. Plagiarism of any kind is completely contrary to the established practices of higher education, where all members of the university are expected to acknowledge the original intellectual work of others that is included in one's own work.

IT 240: In this course group work is permitted and encouraged but you are not allowed to just copy what others have done. Use creativity. Make sure that as much as possible, you understand what you are submitting and why each line is there.

IT 240: On exams you are required to work from personal memory. This means the exams are closed book and closed notes.

Faculty are responsible to establish and communicate to students their expectations of behavior with respect to academic honesty and student conduct in the course. Observations and reports of academic dishonesty shall be investigated by the instructor, who will determine and take appropriate action, and report to the Honor Code Office the final disposition of any incident of academic dishonesty by completing an Academic Dishonesty Student Violation Report. If the incident of academic dishonesty involves the violation of a public law, e.g., breaking and entering into an office or stealing an examination, the act should also be reported to University Police. If an affected student disagrees with the determination or action and is unable to resolve the matter to the mutual satisfaction of the student and the instructor, the student may have the matter reviewed through the university's grievance process.

8.4 Sexual Harassment

BYUH's policy against sexual harassment complies with federal Title IX of the Education Amendments of 1972 to protect university students from student-to-student sexual harassment both in and out of the classroom setting. Any incidents of such student-to-student harassment should be reported to either the Director of Human Resources (808-675-3713) or the Honor Code Office (808-675-3531). Allegations of sexual harassment are taken seriously. Upon receiving a report of sexual harassment, the Director of Human Resources will take appropriate action to resolve and correct conditions resulting from individual perceptions or from inappropriate behavior.