English 4368: Advanced Web Design
Fall 2014, Section D01

Course meeting platform: Microsoft Lync
Meeting times: Monday nights, 1800-1930 (Central time)
Duration: August 25 to December 3

Course Instructor
Dr. Craig Baehr, Professor
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Hours: Tuesdays & Wednesdays, 1100-1400
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Course Home Page: http://www.faculty.english.ttu.edu/baehr/4368

Course Overview
This advanced course address several core and emerging Web development topics including user experience design (UX), content management systems (wikis, blogs), and designing Web sites using advanced scripting techniques. Specifically, our work will focus on methods of process planning, content management, interactive design, and intermediate and advanced level scripting. The course covers practical skills with software tools and scripting languages widely used in industry, including HTML, CSS, JavaScript, DHTML, XML, and PHP.   Assignments will primarily focus on building Web sites and scripting exercises. And finally, the course addresses several core issues in Web development theory such as digital literacy, usability, technology theory, and online publication.

Learning Outcomes
Upon completion of the course, students will be able to:
- Describe tasks that comprise the iterative process of developing Web sites.
- Apply principles of site structure and user experience design to developing Web sites.
- Identify methods and execute practices of markup and scripting code for Web sites.
- Explain how literacy, usability, and technology factors affect the development of online publications.

Course Components
These are the major components you will use to participate and complete assignments for the course:
- **Course Web site**. Descriptions of weekly topics, assignments, list of project portfolios, syllabus, and supplementary course materials posted online at http://www.faculty.english.ttu.edu/baehr/4368
- **Course texts**. Primary course content purchased individually at any bookseller. Supplemental content available online, through TTU Library course reserve or online link.
- **Microsoft Lync**. Synchronous weekly class sessions held Mondays, 1800-1930 Central time. Setup available at: http://www.eraider.ttu.edu through the Software Download section, and Texas Tech IT Support at (806) 742-HELP.
- **Portfolios**. Select any platform, software, and ISP to host your work.
- **Email**. Asynchronous general questions. Normally, I check and respond to email within 24 hours.

Required Course Texts
In addition to the two required textbooks listed below, a few handouts and articles will be provided in class and on the course Web site as supplemental content for the course.
- Baehr, C. 2007. *Web Development: A Visual-Spatial Approach*. Upper Saddle River: Prentice Hall.
- Sebesta, R. 2014. *Programming the World Wide Web*, 8th ed. Boston: Addison-Wesley.

Assignment Descriptions and Guidelines

Assignments will include a Web portfolio, scripting exercises, midterm examination, and Web site project. All work submitted must be original and not part of previously completed work for other courses or projects and should use standard file formats (i.e., HTML, CSS, JS, XML, PHP, etc.). All major assignments must be linked to the Web Portfolio to be eligible to receive a passing grade in the course.

Web Portfolio, 20% (due September 22)

You will develop a Web portfolio site using any platform, software, or coding, which will feature links to your work completed in the course. This assignment should demonstrate your creativity and technical skill in developing and designing a Web site. The design should also reflect your own design aesthetic and creativity in use of colors, graphics, and layout. For the initial submission, the portfolio must include the following content: brief introduction statement (see below), assignments page (with placeholder links to each forthcoming assignment), and a separate biography page with your contact information (email). The introduction statement (approximately 250 words) should describe your background, areas of interest, course goals, previous work, and expertise related to Web development. The portfolio must be available online for the duration of the course. To submit the assignment, send an email with the URL of your portfolio by the due date.

Scripting Exercises, 30% (due October 6, October 27, and November 17)

You will complete a series of three short scripting exercises on assigned topics in which you will apply and build on skills learned from the course readings and lectures. Topics will include a design exercise, an interactive form exercise, and transforming an XML data file exercise. Specific instructions for each of these exercises will be provided in class and you will have approximately one to two weeks to complete each exercise. A functional link to each exercise must be posted on the portfolio by the due date.

Midterm Examination, 20% (due October 20)

You will complete a midterm examination, covering content from the first eight weeks of the course, including course readings, lectures, and handouts. The exam will consist of both short answer questions and short practical coding exercises, with a duration of approximately 45 minutes.

Web Site Project, 20% (due December 3)

Working in a small group of two or three, you will develop and propose a Web site project that contains approximately 15 pages of content (250-words per page or full screens at 1280x1024 resolution). Potential projects might include a client project, training module, interactive Web-based application, interactive reference, or other topic with my approval, etc. Additionally, you will be required to develop a browser-compliant stylesheet using CSS and integrate the use of interactive scripting, such as JavaScript or multimedia content. The project must also be compliant and fully functional in two of the following browsers: Internet Explorer, Firefox, Chrome, and Safari. For the final day of class, you will prepare a short five minute presentation of your project including a project overview, technical challenges, design decisions, and lessons learned. This assignment will take the place of a written final exam. A functional link and short description of the project must be posted on the portfolio by the due date.

Participation, 10% (varies)

Your participation grade will be based on: (1) active and quality participation in class discussions, including completion of all class readings; (2) posting updates to the portfolio over the course of the semester; and (3) a few short assignments.

Grading Rubric

Here's what you can expect as far as individual grades and typical characteristics of assignments. Assignments will be assessed on their design, organization, content, usability, and completeness.

Grade	Score	Description
A	90-100	Professional quality work appropriate for workplace distribution. Exceeds assignment requirements through a creative or challenging approach in its development, design, or delivery. Demonstrates superior organization, visual design, and usability.
B	80-89	Good quality work, pending some minor revision, would be appropriate for workplace distribution. Meets assignment requirements and follows typical style and development conventions. Demonstrates good organization, visual design, and usability, with only minor problems or issues.
C	70-79	Fair quality work that meets most or all assignment requirements, which requires moderate revision before distribution. More obvious problems are evident in the organization, visual design, usability, and completeness of the product.

D	60-69	Incomplete or poor quality work which fails to meet some assignment requirements, and/or requires significant modification or development. Multiple problems are evident in the organization, visual design, usability, and completeness of the product.
F	0-59	Failure to complete many of the assignment requirements with serious problems throughout the work in its organization, visual design, usability, and completeness. This grade is also reserved for plagiarized work.

Attendance
If you are going to be absent, email me in advance so I can let you know what you will miss on that day. Also, inform me in advance of any University approved absences (i.e., sponsored activities, religious holidays, etc.). You are permitted to miss three classes over the duration of the course, but are encouraged not to do so. If you miss class, you must complete your weekly assignments and are responsible for any work missed during the absence. For the each absence after three, your final course grade will be penalized 5%. At six absences, you will receive a failing grade in the course.

Late Work
Generally, late work is considered unprofessional and is not encouraged. However, if you have an exceptional circumstance that may require you to be late with an assignment, you are permitted one late exception. To qualify, you must submit an email to me no later than the original due date, requesting a late exception. Once approved, the extended deadline will be seven (7) calendar days from the original due date. Subsequent late work will be assessed a 10% penalty per calendar day late. Work due on the last day of class (December 3) does not qualify for a late exception.

Academic Conduct
Each day of class, I expect you will have completed all scheduled readings and actively participate in discussions. Your participation in class discussions and interaction with class members should also reflect appropriate respect for all individuals. In addition, all submitted assignments should be your original work and offer proper citations where appropriate. Refer to the *Bulletin of Texas Tech* for specific guidelines regarding academic integrity and conduct.

Plagiarism
Plagiarism is defined as the improper use of someone else's text, graphics, coding, or ideas, without proper citation. This includes the use of phrasing, direct quotes, paragraphs, or other textual or graphic content without proper citation or documented permission. When in doubt, the best course of action is to always cite your sources. Assignments that plagiarize will always receive a grade of F (zero points), regardless of the originality of the design or other aspects, and depending on the severity, failure of the course and/or possible referral for academic suspension.

Special Accommodations
Any student who because of a disability may require special arrangements in order to meet course requirements should contact me as soon as possible to make any necessary accommodations.

Syllabus

English 4368: Advanced Web Design, Section D01, Fall 2014

Dates	Topics	Readings	Assignment
Week 1 Aug 25	Web Development Process and Planning	Baehr, Ch 1-2 Sebesta, Ch 1	
Week 2 Sep 1	Labor Day No Class		
Week 3 Sep 8	Content Development, HTML Markup and Forms	Baehr, Ch 3-4 Sebesta, Ch 2 Handout	
Week 4 Sep 15	Information Modeling and Navigation	Baehr, Ch 5-6 Handout	
Week 5 Sep 22	Workshop No Class		Web Portfolio due
Week 6 Sep 29	Design, Stylesheets, Layout and CSS	Baehr, Ch 7-8 Sebesta, Ch 3 Handout	
Week 7 Oct 6	JavaScript & User Experience (UX)	Baehr, Ch 9 Sebesta, Ch 4 Handout	Scripting Exercise 1 due
Week 8 Oct 13	Dynamic HTML (DHTML)	Sebesta, Ch 5-6 Handout	
Week 9 Oct 20	Mid-Semester Review and Midterm Examination		
Week 10 Oct 27	XML Advanced Document Markup	Sebesta, Ch 7 Handout	Scripting Exercise 2 due
Week 11 Nov 3	XSLT Stylesheets	Handout	
Week 12 Nov 10	PHP and Advanced Scripting	Sebesta, Ch 9 Handout	
Week 13 Nov 17	PHP (continued)		Scripting Exercise 3 due
Week 14 Nov 24	Trends in Web Development		
Week 15 Dec 03	Presentations		Web Site Project due