TRIAL COURSE OR NEW COURSE PROPOSAL

SUBMITTED BY:

<table>
<thead>
<tr>
<th>Department</th>
<th>Business Systems Technologies, IT Specialist Program</th>
<th>College/School</th>
<th>CRCD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared by</td>
<td>Keith Swarner</td>
<td>Phone</td>
<td>455-2820</td>
</tr>
<tr>
<td>Email Contact</td>
<td><a href="mailto:keith.swarner@uaf.edu">keith.swarner@uaf.edu</a></td>
<td>Faculty Contact</td>
<td><a href="mailto:keith.swarner@uaf.edu">keith.swarner@uaf.edu</a>/455-2820</td>
</tr>
</tbody>
</table>

See http://www.uaf.edu/uafgov/faculty/cd/cdman.html for a complete description of the rules governing curriculum & course changes.

1. ACTION DESIRED (check one):
   - [ ] Trial Course
   - [X] New Course

2. COURSE IDENTIFICATION:
   - Dept: CITS
   - Course #: 228
   - No. of Credits: 3

   Justify upper/lower division status & number of credits:

   This course will provide students with the knowledge and skills required to integrate multiple Web technologies to create professional and comprehensive websites and would be appropriate for students who are entering their third or fourth semester of the IT Specialist associate degree program.

   Approximately the following amount of instructional time will be delivered in each of the following major topic areas (Note: the terminology used in the following list is generic language and will not necessarily match perfectly with the topics language used on the sample syllabus being submitted with this new course form):
   - Determining Customer Needs and Expectation, 1 hr.
   - Information Architecture, 1 hr.
   - User Experience and Interface Design, 1 hr.
   - Website Hosting and Domain Registration, .5 hrs.
   - HTML and XHTML, 1 hr.
   - Internal and External Links, .5 hrs.
   - Tables and Frames, 1.5 hrs.
   - Effective use of Graphics, Audio, Video and Animation, .5 hrs.
   - Developing a Theme and Consistency, 1 hr.
   - Programming with ActionScript, 1.5 hrs.
   - CSS Stylesheets, 1 hr.
   - Effective Use of Client-side Programming Technologies, 1 hr.
   - Effective Use of Server-side Programming Technologies, 1.5 hrs.
   - Forms and Form Data Validation, .5 hrs.
   - Designing with XML, 2 hrs.
   - XML Schemas, 1 hr.
   - Ajax Overview and Major Components of Ajax, 1 hr.
   - XMLHttpRequests, 1 hr.
   - Using Ajax to Make Requests to PHP, ASP and XML document types, .5 hrs.
   - DOM Specifications, .5 hrs.
   - Effectively Building Web Communities and Utilizing Social Networking, 2 hrs.
   - Integrating RSS Feeds into Websites, .5 hrs.
   - Integrating Blogging into Websites, .5 hrs.
   - Types of eCommerce Websites, .5 hrs.
   - Setting up Shopping Carts, 1 hr.
   - Addressing Security Concerns, 1 hr.
   - Taking Payments, 1 hr.
   - Mobile Design Considerations, 2 hrs.
   - Testing with Emulators, .5 hrs.
   - Advertising and Site Promotion Strategies, 1 hr.
   - Exploiting Search Engines, .5 hrs.
   - Working with Web Directories, .5 hrs.
   - Banner Exchanges, .5 hrs.
   - Securing Intranet and Extranet Content, 1 hr.
   - Methods to Require Authentication, 1 hr.
   - Secure Communications and Public Key Infrastructure, 2 hrs.
   - Site Testing, 1 hr.
   - Site Maintenance, 1 hr.
   - Tracking and Collecting Site Statistics, 1 hr.

3. PROPOSED COURSE TITLE:
   - Advanced Website Design and Development

4. CROSS LISTED? YES/NO
   - No
   - Course #: NA

   (Requires approval of both departments and deans involved. Add lines at end of form for such signatures.)

5. STACKED? YES/NO
   - No
   - Course #: NA
6. **FREQUENCY OF OFFERING:**

As Demand Warrants
(Every or Alternate) Fall, Spring, Summer — or As Demand Warrants

7. **SEMESTER & YEAR OF FIRST OFFERING**

(if approved)

Spring 2009

8. **COURSE FORMAT:**

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

- **COURSE FORMAT:**
  - [ ] 1
  - [ ] 2
  - [ ] 3
  - [ ] 4
  - [X] 5
  - 6 weeks to full semester

- **OTHER FORMAT (specify)**: NA

- **Mode of delivery (specify lecture, field trips, labs, etc)**: Lecture

9. **CONTACT HOURS PER WEEK:**

- 3 LECTURE hours/weeks
- 0 LAB hours/week
- 0 PRACTICUM hours/week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See [http://www.uaf.edu/uafgov/faculty/cd/credits.html](http://www.uaf.edu/uafgov/faculty/cd/credits.html) for more information on number of credits.

- **OTHER HOURS (specify type)**: NA

10. **COMPLETE CATALOG DESCRIPTION including dept., number, title and credits (50 words or less, if possible):**

**CITS F228 Advanced Website Design and Development**

3 Credits Offered As Demand Warrants
Plan and implement professional and comprehensive websites that utilize and integrate multiple website design and development technologies, such as, XHTML, CSS, XML, Ajax, Web APIs, client-side and server-side programming, graphics and multimedia, and web communication tools. **Prerequisite: CITS F221, F222, F224, F225 or instructor permission.** (3+0)

11. **COURSE CLASSIFICATIONS:** (undergraduate courses only. Use approved criteria found on Page 10 & 17 of the manual. If justification is needed, attach on separate sheet.)

- **H = Humanities**
- **N = Natural Science**
- **S = Social Sciences**

- **Will this course be used to fulfill a requirement for the baccalaureate core?**
  - [ ] YES [X] NO

  IF YES, check which core requirements it could be used to fulfill:

- **O = Oral Intensive, Format 6**
- **W = Writing Intensive, Format 7**
- **Natural Science, Format 8**
12. COURSE REPEATABILITY:

<table>
<thead>
<tr>
<th>Is this course repeatable for credit?</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>How many times may the course be repeated for credit?</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?</td>
<td>NA</td>
<td></td>
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</tbody>
</table>

13. GRADING SYSTEM:

<table>
<thead>
<tr>
<th>LETTER:</th>
<th>X</th>
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<tbody>
<tr>
<td>PASS/FAIL:</td>
<td></td>
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</tbody>
</table>

14. PREREQUISITES

CITS F221, F222, F224, F225 or instructor permission.

These will be required before the student is allowed to enroll in the course.

<table>
<thead>
<tr>
<th>RECOMMENDED</th>
<th>None</th>
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</thead>
<tbody>
<tr>
<td>Classes, etc. that student is strongly encouraged to complete prior to this course.</td>
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</tbody>
</table>

15. SPECIAL RESTRICTIONS, CONDITIONS

None

16. PROPOSED COURSE FEES

None

17. PREVIOUS HISTORY

Has the course been offered as special topics or trial course previously? Yes/No

Yes/No: No

If yes, give semester, year, course #, etc.:

NA

18. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

It is anticipated that an adjunct instructor will be hired to teach this course. If course enrollments are not sufficient to meet the costs of hiring an adjunct, the course will not be offered; or depending on enrollments in other courses, the teaching load of a full-time faculty may be adjusted.

19. LIBRARY COLLECTIONS

Have you contacted the library collection development officer (ffklj@uaf.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution.

If not, explain why not.

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
<th>X</th>
</tr>
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<tbody>
<tr>
<td>Karen Jensen, the collection development officer for the library, was contacted by email on 9/29/2008. We don’t anticipate the need for any</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

ITS. All CRCD CIOS faculty from the following campus have been contacted regarding this change:
IAC, KuC, NWC, TVC.

21. POSITIVE AND NEGATIVE IMPACTS

Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

Positive Impacts: This course will serve as a required course for the Web Development and Administration concentration of the IT Specialist A.A.S. degree program. This course will require students to utilize and integrate the skills and knowledge developed in CITS F220, F221, F222, F224, and F225 to develop comprehensive and professional websites. The course will also provide the opportunity for students to further develop advanced knowledge and skills in the following Web technology areas: Information Architecture, User Interface Design, CSS and XML, Ajax.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

Over the past nine month faculty within the IT Specialist program have been actively collaborating and seeking input from our community advisory council, recent graduates, and the UAF Computer Science department with the goal of streamlining and improving the educational opportunities provided through the certificate and associate degree programs. One of the significant outcomes of this process was the decision to offer three concentrations that will enable students to develop a comprehensive and an in-depth set of skills and knowledge within specific area of information technology; rather than a less comprehensive set of skills and knowledge over a broader range of information technology areas.

As was mentioned under item 21, this course will serve as a required course for the Web Development and Administration concentration of the IT Specialist A.A.S. degree program. In each of the prerequisite courses for this proposed course, student focus is on learning specific skills and knowledge relevant to the technology presented through the course. This course will teach students how to collectively implement the technologies learned in each prerequisite class to build comprehensive and professional websites.

Without the addition of this course, graduates will possess strong skills in a number of web technology areas; however they will lack the experience of how to effectively implement and integrate these technologies into a comprehensive website. The addition of this course will provide our graduates with the experience necessary to become highly qualified candidates for employment in this area of information technology.
<table>
<thead>
<tr>
<th>Approvals: Signatures on File at the Governance Office</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keith Sweeney</strong></td>
</tr>
<tr>
<td>Signature, Chair, Program/Department of: IT Specialist Program</td>
</tr>
<tr>
<td>Date: 10/6/2008</td>
</tr>
<tr>
<td><strong>Signature, CRCD Division Coordinator for:</strong> Business Systems Technology</td>
</tr>
<tr>
<td>Date:</td>
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<tr>
<td><strong>Signature, Chair, College/School Curriculum Council for:</strong> College of Rural and Community Development</td>
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<tr>
<td>Date:</td>
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<tr>
<td><strong>Signature, Dean, College/School of:</strong> College of Rural and Community Development</td>
</tr>
<tr>
<td>Date:</td>
</tr>
<tr>
<td><strong>Signature of Provost (if applicable)</strong></td>
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<tr>
<td>Offerings above the level of approved programs must be approved in advance by the Provost.</td>
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</table>

<table>
<thead>
<tr>
<th>All Signatures Must Be Obtained Prior to Submission to the Governance Office</th>
</tr>
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<tbody>
<tr>
<td><strong>Signature, Chair, UAF Faculty Senate Curriculum Review Committee</strong></td>
</tr>
<tr>
<td>Date:</td>
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</table>

<table>
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<tr>
<th>Additional Signatures: (If required)</th>
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<tbody>
<tr>
<td><strong>Signature, Chair, Program/Department of:</strong></td>
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<tr>
<td>Date:</td>
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<td>Date:</td>
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<tr>
<td><strong>Signature, Dean, College/School of:</strong></td>
</tr>
<tr>
<td>Date:</td>
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</tbody>
</table>
ATTACH COMPLETE SYLLABUS (as part of this application).

Note: syllabus must follow the guidelines discussed in the Faculty Senate Guide http://www.uaf.edu/uafgov/faculty/cd/syllabus.html. The department and campus wide curriculum committees will review the syllabus to ensure that each of the items listed below are included. If items are missing or unclear, the proposed course change will be denied.

SYLLABUS CHECKLIST FOR ALL UAF COURSES
During the first week of class, instructors will distribute a course syllabus. Although modifications may be made throughout the semester, this document will contain the following information (as applicable to the discipline):

1. Course information:
   - Title, number, credits, prerequisites, location, meeting time
   (make sure that contact hours are in line with credits).

2. Instructor (and if applicable, Teaching Assistant) information:
   - Name, office location, office hours, telephone, email address.

3. Course readings/materials:
   - Course textbook title, author, edition/publisher.
   - Supplementary readings (indicate whether required or recommended) and any supplies required.

4. Course description:
   - Content of the course and how it fits into the broader curriculum;
   - Expected proficiencies required to undertake the course, if applicable.
   - Inclusion of catalog description is strongly recommended, and
   - Description in syllabus must be consistent with catalog course description.

5. Course Goals (general) and Student Learning Outcomes (more specific)

6. Instructional methods:
   - Describe the teaching techniques (eg: lecture, case study, small group discussion, private instruction, studio instruction, values clarification, games, journal writing, use of Blackboard, audio/video conferencing, etc.).

7. Course calendar:
   - A schedule of class topics and assignments must be included. Be specific so that it is clear that the instructor has thought this through and will not be making it up on the fly (e.g. it is not adequate to say “lab”. Instead, give each lab a title that describes its content). You may call the outline Tentative or Work in Progress to allow for modifications during the semester.

8. Course policies:
   - Specify course rules, including your policies on attendance, tardiness, class participation, make-up exams, and plagiarism/academic integrity.

9. Evaluation:
   - Specify how students will be evaluated, what factors will be included, their relative value, and how they will be tabulated into grades (on a curve, absolute scores, etc.)

10. Support Services:
    - Describe the student support services such as tutoring (local and/or regional) appropriate for the course.

11. Disabilities Services:
    - The Office of Disability Services implements the Americans with Disabilities Act (ADA), and insures that UAF students have equal access to the campus and course materials.
    - State that you will work with the Office of Disabilities Services (203 WHIT, 474-7043) to provide reasonable accommodation to students with disabilities.
Course Syllabus
CITS F228 Advanced Website Design and Development
University of Alaska Fairbanks

Course Information
Course Number-Section, Title: CITS F228 TE1 Advanced Website Design and Development
Number of Credits: 3.0
Prerequisite: CITS F221, F222, F224, F225 or instructor approval
Class Location: UAF Downtown Center, Room 210
Meeting Days & Time: Thursday, 6:00-9:00 PM, 9/4 – 12/18.
This course will consist of one 3-hour class lecture delivered to students once a week for 14 weeks. Students can expected to spend an additional six to nine hours per week outside of scheduled classroom lecture studying lecture material, completing reading and Web project assignments. Students will present their completed website project during the 15th week.

Instructor Information
Name: Keith Swarner
Office Location: UAF Downtown Center, 510 Second Ave, Fairbanks AK, room 210B
Office Hours: 2:00 pm – 4:30 pm Monday, Tuesday and Thursday or by appointment
Telephone: 455-2820
Email: keith.swarner@uaf.edu

Course Readings/Materials
Required textbook/materials:
Title: Creating Web Sites Bible, Third Edition
Author(s): Philip Crowder and David A. Crowder
Publisher: Wiley Publishing, Inc.

Recommended textbook/materials: None

Course Description
Plan and implement professional and comprehensive websites that utilize and integrate multiple website design and development technologies, such as, XHTML, CSS, XML, Ajax, Web APIs, client-side and server-side programming, graphics and multimedia, and web communication tools.

Course Goals
Upon successful completion of this course, the student will be able to define, explain, or perform tasks related to the following:
1. Plan and create professional well formed websites that communicate a specific and defined purpose
2. Effectively integrate graphics, images, and multimedia technologies throughout a website
3. Use CSS to provide consistent formatting, layout and positioning within a website
4. Integrate client- and server-side programming, as appropriate, into a website
5. Develop interactive and interconnected websites that utilize XML, Ajax and Web APIs
6. Implement Web communication technologies within a website to support community building and social networking
7. Integrate eCommerce technologies into a website to support the buying and selling of product and services over the Internet
8. Understand methods to provide for security within a website
9. Develop strategies to advertise, promote, and monitor a website
Student Learning Outcomes
Upon successful completion of this course, the student will be able to:

1. Determine client needs and expectations for a website
2. Understand how information architecture can be used to plan and define the content areas of a website
3. Plan and implement good user experience design and user interface design
4. Utilize strategies to evaluate and select web hosting services that are appropriate for a given website

2.1 Create and implement well formed web pages using XHTML
2.2 Effectively implement graphics, images, and multi-media within a website
2.3 Implement ActionScript programming with Flash
2.4 Design websites using WAP/WML that can be utilized by mobile devices

3.1 Implement Cascading Style Sheets (CSS) to provide consistent formatting and a method to efficiently make formatting changes to the entire website
3.2 Use CSS as method for page layout and object positioning within a web page
4.1 Effectively and appropriately implement client-side and server-side technologies to create dynamic web pages

5.1 Understand how the Extensible Markup Language (XML) can be implemented within a website
5.2 Understand how JavaScript and XML (Ajax) can be integrated into a website
5.3 Understand how Web APIs can be used to create Web mashups
6.1 Integrate Web communication technologies, such as, Blogs, Wikis, and RSS feeds, into a website
7.1 Explain different methods to implement eCommerce technologies into a website
7.2 Set up shopping carts on a website and take payments from a website
7.3 Establish return and refund policies
8.1 Understand how to obtain and implement certificates to support secure communications to a website
8.2 Understand methods to implement user authentication to a web page
8.3 Describe methods to secure intranet and extranet website content from unauthorized Internet users
9.1 Explain and implement strategies to effectively advertise and promote websites
9.2 Implement methods to monitor website traffic and collect site statistics
9.3 Implement common web site maintenance tasks

Instructional Methods
This course teaches students through lectures, demonstrations, and instructor-led discussions and project-based learning. Students are expected to complete required reading assignments prior to each lecture. Students will present their website project at the end of class and will be expected to demonstrate integration of instructor feedback from homework assignments into their final website project.

Course Policies
Attendance: You are expected to attend classes regularly; unexcused absences may result in a failing grade. You are responsible for coordinating absences and the possibility of arranging to make up missed work with the instructor prior to the absence.

If an unforeseen circumstance prevents you from attending class you are expected to contact the instructor via email or phone prior to the start of the next class.

If you are required to participate in either (a) military or (b) UAF-sponsored activities that will cause you to miss class, you must notify your instructor as soon as possible of your absence. You must
notify your instructor of all scheduled UAF-required absences for the semester (e.g., travel to athletic events) during the first week of classes.

Late Assignments: Late assignments will not be accepted unless arranged with the instructor.

Important Dates: Check the UAF Academic Calendar for important dates related to fee payment, class registration and last day to drop courses. The calendar can be viewed online at: http://www.uaf.edu/catalog/current/acad_calendar.html

Plagiarism/Academic integrity: Plagiarism and cheating are serious offenses and may result in failure on exams, papers, projects, or the course.

Support Services
The TVC Student Assistance and Advising Center provides services that contribute to a successful learning experience and transition to a career. TVC Student Assistance and Advising Center staff recognizes the unique concerns of adult and returning students. Services include pre-admission advising, academic assessment and placement advising, financial aid information and application, and assistance with choosing a major. Students can receive ongoing academic advising, degree planning and assistance with course selections. Services are available by appointment and on a walk-in basis. Appointments can be scheduled by calling 455-2800 or students can go to the UAF Tanana Valley Campus Center, 604 Barnette Street, room 110.

Disability Services
The UAF Office of Disability Services implements the Americans with Disabilities Act (ADA), and insures that UAF students have equal access to the campus and course materials. The instructor will work the Office of Disability Services to provide reasonable accommodations to students with disabilities that have been documented through the UAF Office of Disability Services. Information about available services is available online at http://www.uaf.edu/disability/. The office can be reached by phone at 474-7043 or students can go to 203 WHIT on the UAF main campus.

Evaluation:
Final grades are calculated from the points earned in the following areas:

Website Project Assignments .................................................................................................................................................. 80%
Students will complete Website Project Assignments to demonstrate their ability to integrate individual web technologies into a comprehensive website. Each assignment will serve as a component of the student’s final website. Students will download assignment details and specifics from the class site on Blackboard.

Assignment 1: Website Proposal and Site Design ................... due: beginning of Class 3. Students will use principles and methods of Information Architecture to plan a comprehensive professional website.

Assignment 2: Implementing XHTML and Graphics ....... due: beginning of Class 4. Students will be expected to implement the first-level pages of their website using XHTML and graphics that conform to current standards.

Assignment 3: CSS Stylesheets and Positioning .................. due: beginning of Class 6. Students will integrate CSS stylesheets and positioning into the first-level pages of their website. Students will also be expected to have completed second-level pages using CSS.
Assignment 4: Rotating Animated Banners .......................... due: beginning of Class 8.
Students will create an animated banner and add it to a directory of banners that have been provided by the instructor. Student will then add programming to rotate the display of each banner on one of the pages of their website.

Assignment 5: Adding Web Mashups .......................... due beginning of Class 9.
Students will select and use a Web API to add a Web mashup to one of the pages of their website.

Students will add a Web communication technology to their website to support community building and social networking.

Assignment 7: Adding eCommerce Technologies .................. due: beginning of Class 11.
Students will add an eCommerce technology to support the buying and selling of products or services through their website.

Students will develop an advertising and promotion strategy for their website. Strategies will include methods to monitor and evaluate site traffic.

Website Project and Final Presentation ................................................................. 20%
Students will present their final website during the final week of the course. Each student’s website will be evaluated on how well they have integrated the technologies covered throughout this course into a seamless and professional website. Presentations will be evaluated on how well the students explain the technologies integrated into their website and the purpose served by these technologies.

Letter grades for the course will be determined as follows and will reflect the Grading System and Grade Point Average Computation policy stated in the current UAF Catalog.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>100–97%</td>
</tr>
<tr>
<td>A</td>
<td>96.9–93%</td>
</tr>
<tr>
<td>A-</td>
<td>92.9–90%</td>
</tr>
<tr>
<td>B+</td>
<td>89–87%</td>
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<tr>
<td>B</td>
<td>86.9–83%</td>
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<td>C+</td>
<td>79–77%</td>
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<td>D+</td>
<td>69–67%</td>
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<tr>
<td>D</td>
<td>66.9–63%</td>
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<tr>
<td>D-</td>
<td>62.9–60%</td>
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<tr>
<td>F</td>
<td>less than 60%</td>
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</table>

Withdrawal – Course withdrawals may be either student-initiated or faculty-initiated. A faculty-initiated withdrawal will be initiated if you don't meet prerequisites for a course or if you haven't participated substantially in the course. An attempt will be made to contact students prior to initiating a faculty-initiated withdrawal. It is the responsibility of the student to maintain current contact information (phone number and email address) within UA Online system.

Incomplete - An incomplete is a temporary grade used to indicate that the student has satisfactorily completed (C or better) the majority of work in a course but for personal reasons beyond the student’s control, such as sickness, has not been able to complete the course during the regular semester. An incomplete will only be assigned in a case when the student is current in the class until at least the last three weeks of the course. Negligence or indifference is not acceptable reasons for an “I” grade. If an incomplete assigned, it must be made up within one year or it will automatically be changed to an “F” grade.
Course Calendar:
The following course calendar provides a weekly schedule of major course topics, reading assignments, project assignments. Students are expected to complete the reading assignment prior to the week in which the assignment is listed. Project assignments are to be completed outside of schedule class time after the course topic has been covered in class.

Week 1 – Class 1: Website Planning and User Experience Design
Reading Assignment: Chapter 14 Putting it on the Web (textbook)

Web Links on class Blackboard site for additional reading assignments:
- Information Architecture
- User Experience and Interface Design

Topics: Determining Customer Needs and Expectation; Information Architecture; User Experience and Interface Design; Website Hosting and Domain Registration

Week 2 – Class 2: Web Page Creation
Reading Assignment: Chapter 4 HTML Building Blocks (textbook)
Chapter 15 XHTML

Topics: HTML and XHTML; Head and Body Sections; Block-Level Elements; Internal and External Links; Absolute and Relative Paths; Link Checkers and Code Validation; FONT and BASEFONT Elements; Aligning and Indenting Text; Tables and Frames;

Review Questions: Review Questions from Chapter 2
Chapter Quiz: Chapter 2 Quiz on Blackboard

Week 3 – Class 3: Graphics and Multimedia
Web Project Assignment: Assignment 1: Website Proposal and Site Design due
Reading Assignment: Chapter 11 Adding Multimedia and Other Objects
Chapter 18 Finding, Creating, and Enhancing Images on the Web

Topics: Adding Graphic, Audio, Video, and Animation; Graphics and Multimedia File Types; Effective use of Graphics, Audio, Video and Animation; Developing a Theme and Consistency; Programming with ActionScript.

Week 4 – Class 4: Designing and Formatting with Cascading Style Sheets (CSS)
Web Project Assignment: Assignment 2: Implementing XHTML and Graphics
Reading Assignment: Chapter 12: Styling Web Pages with Cascading Style Sheets

Topics: Browser Compatibility and Support Issues; Cascading Properties; Redefining HTML Elements; Assigning Classes; Using IDs; Nested Elements with Contextual Selectors; Stylesheet-Creation Programs; CSS References and Information Resources; Adding Layers; CSS Positioning Properties; Absolute and Relative Positioning; Overlapping and Stacking Layers; Layer Transparency and Background Color; Clipping Layer Content

Week 5 – Class 5: Creating Dynamic Content
Reading Assignment: Chapter 10 Getting Input with Forms
Chapter 13 Making Dynamic Web Pages with Java Script

Topics: Effective Use of Client-side Programming Technologies; Effective Use of Server-side Programming Technologies; Forms and Form Data Validation.
Week 6 – Class 6: Extensible Markup Language (XML)

Web Project Assignment: Assignment 3: CSS Stylesheets and Positions due
Reading Assignment:  Chapter 16: Designing with XML
Topics:  Overview of XML; XML Rules; Getting Different XML Vocabularies to Work Together; Classifying Content vs. Defining Presentation; Specifying CSS; Specifying XSL Stylesheets; XML Similarities to a Programming Language; Defining the Structure of an XML Document; Customizing Tags; DTD and XML; Schemas

Week 7 – Class 7 Asynchronous JavaScript and XML (Ajax)

Reading Assignment:  Chapter 17: Ajax
Topics:  Ajax Overview; Major Components of Ajax; XMLHttpRequest Overview; Properties; XMLHttpRequest Methods; onreadystatechange Property; Making Requests to PHP; ASP and XML document types; DOM Specifications; Ajax and the Mobile Web

Week 8 – Class 8: Web APIs and Mashups

Web Project Assignment: Assignment 4: Rotating Animated Banners due
Reading Assignment:  Web Links on class Blackboard site for reading assignments:
- Web APIs
- Creating and Adding Web Mashups to Websites
Topics:  The Web as a Platform; Overview of APIs; Overview web API; Building Applications with web APIs; Overview of Mashups; Benefits of Mashups; Mashup Platforms; Using web APIs to Create Mashups

Week 9 – Class 9: Web Communication Technologies

Web Project Assignment: Assignment 5: Adding Web Mashups due
Reading Assignment:  Chapter 23 RSS
Chapter 24 Blogging
Topics:  Effectively Building Web Communities and Utilizing Social Networking; Origins of RSS; RSS Feeds; Integrating RSS Feeds into Websites; Blogging; Using Blogger; Alternative Blogging Tools; Integrating Blogging

Week 10 – Class 10 Integrating eCommerce Technologies

Web Project Assignment: Assignment 6: Adding Web Communication Technologies due
Reading Assignment:  Chapter 19 Setting Up Your Store
Topics:  Types of eCommerce Websites—single product sites and specialty stores, general stores, service sites, shopping malls, affiliate stores; Setting up Shopping Carts; Addressing Security Concerns; Joining Mall-Provided Programs; Commercial and Open Source Programs; Taking Payments—credit and debit cards; watching for chargebacks, checks, e-cash; Setting up Affiliate Stores; Internet Business Patterns; Keeping Sites Up-to-Date

Week 11 – Class 11 Designing for Mobile Technologies

Web Project Assignment: Assignment 7: Adding eCommerce Technologies due
Reading Assignment:  Web Links on class Blackboard site for reading assignments:
- Designing for Mobile Technologies
Topics:  Overview of Mobile Device for the Web; Targeting Mobile Users, Separate Site for Mobile Users; Mobile Screen Size, Text Entry Issues; Importance of CSS, XML, and XHTML; Validating Mobile Pages; Testing with Emulators; Resources for Further Development
Week 12 – Class 12: Promoting Web Sites
Reading Assignment: Chapter 20: Using Advertising
Topics: Advertising with Google and Other Search Engines; Working with Advertising Agencies; Promoting Your Site; Exploiting Search Engines; Working with Web Directories; Issuing Press Releases; Setting up Reciprocal Links; Banner Exchanges; Alternative Approaches.

Week 13 – Class 13: Securing Websites
Web Project Assignment: Assignment 8: Advertising and Promotion Strategy due
Reading Assignment: Web Links on class Blackboard site for reading assignments:
- Securing Intranet and Extranet Content
- Requiring Authentication
- Secure Communications and Certificates
Topics: Overview of Internet, Intranet and Extranet Content; Method to Secure Intranet and Extranet Content; Methods to Require Authentication; Secure Communications Overview; HTTPS Protocol; Public Key Infrastructure; Obtaining a Valid Certificate from Publicly Trusted Parties; Installing Certificates into Websites.

Week 14 – Class 14: Site Maintenance and Management
Reading Assignment: Chapter 22 Maintaining Your Site
Web Links on class Blackboard site for reading assignments:
- Site Maintenance
- Tracking and Collecting Site Statistics
Topics: Testing Your Site; How Visitor's Browser Preferences Effect Displayed Page; Maintaining Your Site; Common Maintenance Tasks; Link Validation; Tracking and Collecting Site Statistics.

Week 15 – Class 15
Website Project and Final Presentation due
Each student will present their completed website projects and explain the technologies integrated into their website and the purpose served by each technology. Website will be evaluated on how well the technologies covered in class have been integrated into a seamless and professional website. Presentations will be evaluated on how well the students explain the technologies integrated into their website and the purpose served by these technologies.