ITD 210 (D01A)

Web Page Design II

Course Syllabus

Instructor	Jeffrey Elkner
Session	Spring 2021
Meeting Days	A Day (Tuesday and Thursday)
Time	8:00 - 9:30 am
Location(s)	Arlington Career Center Room 508 https://communitybridge.com/bbb-room/jelkners-classroom/
Contact	jde232@email.vccs.edu

Course Description:

Incorporates advanced techniques in web site planning, design, usability, accessibility, advanced site management, and maintenance utilizing web editor software(s).

General Course Purpose:

This course builds on the web design skills learned in ITD110. It concentrates on creating professional quality web sites. The course covers planning, design, coding and testing web sites with a focus on creating a robust and appropriate user interface. Students will move beyond the basics and work with dynamic web sites, writing scripts and understanding the importance of database integration.

Course Prerequisites/Co-Requisites:

Prerequisite: ITD 110

Course Objectives:

Upon completing the course, the student will be able to:

- Add to knowledge of the basic web design concepts, features, and HTML and CSS conventions offered in Web Design I
- Use a versatile and visual editor
- Create Web sites with existing and emerging client-side technologies such as HTML, CSS, JavaScript, jQuery and DOM
- Use advanced techniques for producing professional quality static and dynamic web sites
- Publish sites to a web server using the latest File Transfer Protocol (FTP) technologies
- Employ current technology to create web sites using site administration tools, templates, scripting graphics and multimedia
- Identify and describe current technologies for database integration

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Major Topics to be Included:

Student Learning Outcomes

- Web design concepts, features, HTML5 and CSS conventions
- Understand the purpose of Web design
- Understand the Web design process
- Define the target audience
- Understand site organization
- Develop effective site navigation
- Understand proper page design
- Analyze compliance with Section 508 accessibility standards
- Validate HTML and CSS against W3C standards
- Knowledge of AJAX
- Understand ethical use of information on the Web, such as copyright requirements
- Apply technologies of responsive design

Web Site Management

- Understand the use of search engine optimization (SEO) techniques
- Apply search engine optimization techniques, such as meta tags
- Recognize the types and importance of site analytics
- Illustrate the proper use of file management techniques to organize projects, files and folders on the web server and local drives
- Distinguish the typical site statistics and how they are used to manage a website

Site Architecture

- Understand the options for site organization (hierarchical, linear, etc)
- Develop a diagram of the web project (site map / storyboard)

JavaScript

- Utilize JavaScript including Control Structures, Functions, Objects and DOM
- Use JavaScript libraries

Database integration technologies

- Describe current server-side frameworks
- Identify the database technologies used for backend processing

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Produce Web sites

- Develop static web pages
- Develop dynamic web pages
- Develop professional quality web sites
- Use new features of HTML5 and CS

Publishing

- Evaluate types of Web host providers
- Understand and use File Transfer Protocol (FTP)
- Utilize Meta tags
- Manage files and folders on a web server

Templates / Libraries

- Understand the use of templates in web design
- Choose appropriate template designs
- Incorporate CSS in template designs

Optional topics

- jQuery
- JSON
- RSS
- Database Integration
- XML
- Multimedia software authoring tools
- Graphics editing software
- Manipulation of CSS

Required Instructional Materials:

CIW: Advanced HTML5 and CSS3 Specialist online curriculum.

Course Credit: 3 Credits

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Policies:

I. Expectations

a. Advanced Database Management is a rigorous, college level course that will require sustained and consistent engagement from students.
b. An average of 90 minutes of homework will be assigned for each 90 minutes in class. We will be utilizing a flipped classroom learning environment, where the lecture portion of the course material will be viewed individually at home *before* class meets, and class time will be used for collaborative engagement and discussion.
c. Daily "mini quizzes" at the beginning of class will be used to be sure homework readings and practice have been completed. To be successful in this class, students will be expected to be prepared for these quizzes when they arrive in class.

II. Grading Policies

a. Grading Scale
A= 100 - 90 B= 89 - 80 C= 79 - 70 D=69 - 60 F= 59 and below
b. [*Instructor: please detail your grading expectations here. Be sure to cover late work, extra credit and retake policies*]
c. In cases where district grading polices conflict with college grading policies, the high school and college grades may differ; this may include assignment/test retakes, extended assignment due dates, capped minimum grade allowed, among other such district policies.
d. It is important that students check their final NOVA grades in Blackboard as soon as the course(s) completed.

III. Course Policies

a. Academic Integrity

i. The College does not tolerate academic dishonesty. Students who are not honest in their academic work will face disciplinary action along with any grade penalty the instructor imposes. Procedures for disciplinary measures and appeals are outlined in the Student Handbook (http://www.nvcc.edu/students/handbook/). In extreme cases, academic dishonesty may result in dismissal from the College.

ii. Plagiarism: is the act of appropriating passages from the work of another individual, either word for word or in substance, and representing them as one's own work. This includes any submission of written work other than one's own. In short, plagiarism means using the exact words, opinions, or factual information from another person without giving that person credit. Students who are not honest in their academic work will face disciplinary action along with any grade penalty the instructor imposes. For more information about student academic integrity: https://www.nvcc.edu/curcatalog/policies/integrity.html

iii. (Include any specific cheating polices for your class or for your high school/district)

b. Attendance Policy

i. (Include any specific attendance policies for the class. If you are including a specific number of absences, keep in mind the drop and withdrawal dates and policies)

c. Disabilities

i. Students with disabilities are required to contact NOVA's Office of Disability Support Services (DSS) to discuss possible accommodations. All information is kept confidential and may increase your chances of success in the academic setting. If accommodations are agreed upon, student

will receive a Memorandum of Accommodation (MOA) by DSS. For more information about NOVA's DSS office: https://www.nvcc.edu/disability-services.

d. Self-Advocacy

i. Students are expected to reach out to their instructor if they do not understand content or expectations.

ii. College instructors and other college personnel will not talk with a parent without the permission of and presence of the student. The conversation is between the administrator / faculty member and the student. The parent's role is to listen, give moral support, and summarize information and agreements if needed.

iii. Dual enrolled students have access to full NOVA campus services to include tutoring, library, and counseling services; student resources are found here: http://www.nvcc.edu/students/index.html

IV. Course Schedule

a. Critical Course Dates

Course Start Date	Monday, February 1, 2021
Course Drop Date	Friday, February 19, 2021
Course Withdrawal Date	Friday, April 23, 2021
Final Exam Date	Week of June 14 to 16, 2021
Course End Date	Wednesday, June 16, 2021

b. Final Exam Date: *The final exam will be given during the last week of class, between Monday, June 14 and Wednesday, June 16.*