

ITD 210 (D01A)
Web Page Design II
Course Syllabus

Instructor	Jeffrey Elkner
Session	Spring 2024
Meeting Times	B Day: 1:40 to 3 pm
Location	Arlington Career Center Room 512
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). 3 credits.

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 & CSS3 Specialist](#) Online Curriculum
- Other freely available resources as provided by instructor

Course Credit: 3 Credits

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Policies

I. Expectations

- A. Web Page Design II is a rigorous, college level course that will require sustained and consistent engagement from students.
- B. An average of 40 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. Frequent "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. Students will receive a weekly cumulative letter grade that will incorporate daily quizzes, tests, projects, and presentations. These weekly evaluations can be challenged by the student, *but only during the week immediately following when the evaluation is given.*
- C. The average of the weekly evaluations will make up 70% of the final grade, with the course final exam making up 30%.
- D. In cases where district grading policies 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.
- E. It is important that students check their final NOVA grades in SIS as soon as their course is completed.
- F. Course Grade Appeals
 - i. Students who think that a semester grade is in error should contact the instructor immediately to present their concerns. Students who wish to appeal their grade or otherwise report a grievance will need to submit Form 125-021 within 20 days of the end of the semester. The original grade will stand if the student delays in submitting their appeal.
 - ii. NOVA's Student Grievance policy can be found here: https://www.nvcc.edu/policies/_files/608-Student-Grievances.pdf
 - iii. Form 125-021 can be found here: <https://www.nvcc.edu/forms/>

III. Course Policies

- A. Student Rights and Responsibilities
 - i. Students should be familiar with the college's specific expectations concerning the conduct of its students. These expectations apply to all students, including Dual Enrollment students.
 - ii. Student Rights and Responsibilities are outlined in the Student Code of Conduct, found here: <https://www.nvcc.edu/students/handbook/conduct.html>
- B. Academic Integrity
 - i.
 - ii. To grant parents or guardians direct access to NOVA records, students will be required to submit a notarized copy of NOVA Form 125-356, found here: <https://www.nvcc.edu/forms/pdf/125-356.pdf>.
 - iii. For more information about student privacy, parent limitations of access to students' educational records, and other restrictions on sharing students' personally identifiable

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information, please review NOVA Policy 613 (FERPA):
https://www.nvcc.edu/policies/_files/613-FERPA.pdf.

- D. Campus Services
 - i. 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>.
- E. Office of Wellness and Mental Health
 - i. During your time at NOVA, you may experience challenges including struggles with academics, finances, or your personal well-being. NOVA has support resources available. If you are seeking resources and support or if you are worried about a friend or classmate:
<https://www.nvcc.edu/wellness/index.html>.
- F. Course Drop and Withdrawal Policy
 - i. Please note two important dates related to your enrollment in a course:
 - a. The “Drop” date (also known as census date) for a course is the last day to drop a course. Dropping a course before the drop date will not appear on your NOVA transcript.
 - b. The “Withdrawal” date is the last day to withdraw without a grade penalty. Dropping a course after the drop date and before the withdrawal date will result in a ‘W’ grade appearing on your transcript.
 - c. To identify these dates for your dual enrollment course, please see below on the ‘Course Schedule’ chart or log into your myNOVA account and SIS.
 - ii. Withdrawal Process
 - a. Dual enrolled students are responsible for requesting to drop or withdraw from their DE classes, using Form 125-03, found at the following link:
<https://dashboard.nvcc.edu/Forms/125-03>
 - b. Dual enrolled students will use their myNOVA credentials to access the withdrawal form and will select one or more enrolled DE classes to withdraw.
 - c. The withdrawal form is then routed to the assigned DE instructor and the Office of Dual Enrollment for review and approval.
 - d. Check your VCCS email for the status of your request.
- G. Communication
 - i. Students are required to use their VCCS email accounts (____@email.vccs.edu) to communicate with college personnel and should check their email accounts regularly. Students may access their VCCS email accounts through myNOVA.
- H. Title IX
 - i. Title IX is a civil rights law that prohibits discrimination on the basis of sex in educational programs, activities, admission and employment. Complaints of sex-based discrimination, sexual violence, domestic violence, and sexual or gender-based harassment are governed by the Title IX Policy. For more information about Title IX or to make a report:
<https://www.nvcc.edu/titleix/index.html>.

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IV. Additional Course Information

- A. DE students are expected to engage in college level course contents and discussions appropriate for adult learners. Mature topics may be discussed.

V. Course Schedule

A. Critical Course Dates

Course Start Date	Tuesday, January 30, 2024
Course Drop Date	Monday, February 19, 2024
Course Withdrawal Date	Friday, April 19, 2024
Final Exam Date	Week of June 10 to 12, 2024
Course End Date	Wednesday, June 12, 2024

- B. Final Exam Date:** *The final exam will be given on Thursday, April 18. Final projects will be due the week of June 10 to 12.*