



**WAYLAND BAPTIST UNIVERSITY  
VIRTUAL CAMPUS  
SCHOOL OF BUSINESS**

**SYLLABUS**

1. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.
2. Course: **MISM 3307** – VC01, Web Design
3. Term: Fall 2017
4. Instructor: Jimmy Fikes
5. Office Phone and Wayland Email Address: (806) 831-3918 – [jimmy.fikes@wayland.wbu.edu](mailto:jimmy.fikes@wayland.wbu.edu)
6. Office Hours, Building, and Location  
Students may request personal conferences with the instructor on any day, and at any time.
7. Class Meeting Time and Location: This class will be conducted entirely online on Blackboard.
8. Catalog Description: Analyzing information and applying graphic design techniques to develop effective, pleasing and useful web sites.
9. Prerequisites: COSC 2311
10. Required Textbook and Resources:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
Learning Web Design	Robbins	4th	2013	Ingram Book Co.	978-144931-9274	6/11/13

11. Optional Materials:
  - Students are required to submit all assignments to a shared Dropbox folder. The instructor will send connection information about this account in the first week of the term.
12. Course Outcome Competencies:
  - To teach basic and intermediate concepts and methods of Web design using HTML and CSS.
  - Students will demonstrate skill development and knowledge by
    - Creating standards-compliant Web pages that will display properly on computer monitors, printers, and mobile devices
    - Embedding media and interactive objects on Web pages
    - Working with color and digital images
    - Creating pages with tables and forms
    - Creating Web pages that meet accessibility requirements of the Americans with Disabilities Act (ADA) and Section 508 requirements for persons with disabilities.
13. Attendance Requirements: Students who miss more than 25% of class sessions will receive a grade of F for the term. Participation in a "class session" is defined (for this class) as failing to participate in all activities for a given week. This includes required assignments, discussion forums, and projects.

14. Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.
15. Disability Statement: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.”
16. Course Requirements and Grading Criteria:

#### Weekly Coding Assignments

- Due by midnight, Sunday night, at the end of the week they are assigned
- Late assignments are penalized 10 points per day. After ten days, a zero is recorded and the work may not be made up unless the student made prior arrangement with the instructor.
- The average of all coding grades will make up 30% of the total term grade.

#### Weekly Quizzes

- Eight quizzes must be taken during the week they are assigned.
- Quizzes may be retaken beyond the week they are assigned to reinforce learning, but the highest score earned during the week the quiz was assigned will be the value used for that quiz in the formula for the total term grade.
- The average of all quiz grades will make up 20% of the total term grade.

#### Discussion Board

- Eight graded forums (see the grading rubric in Course Documents on Blackboard)
- The average of all discussion grades will make up 20% of the total term grade.

#### Exams

- Two exams (one each in weeks 5 and 11).
- The average of the two exam grades will make up 30% of the total term grade.

#### **Grading Scale:**

A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

17. Tentative Schedule:

<b>Week</b>	<b>Topics</b>	<b>Week</b>	<b>Topics</b>
1	Computer configuration Understanding Web design and development	6	Chapter 11 - Cascading Style Sheets Orientation
2	Chapter 1 - Where do I start? Chapter 2 - How the Web Works Chapter 3 - Big Concepts You Need to Know	7	Chapter 12 - Formatting Text Chapter 13 - Colors and Background
3	Chapter 4 - Creating a Simple Page Chapter 5 - Marking up Text	8	Chapter 14 - Thinking Inside the Box Chapter 15 - Floating and Positioning
4	Chapter 6 - Adding Links	9	Chapter 16 - Page Layout with CSS Chapter 17 – Transitions, Transformations, and Animation
5	Chapter 7 - Adding Images Exam 1	10	Chapter 8 - Table Markup Chapter 9 – Forms
		11	Chapter 18 – CSS Techniques Exam 2