WAYLAND BAPTIST UNIVERSITY

Virtual Campus

School of Business

2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

3. COURSE NUMBER & NAME:

MISM 4331-VC01, Webmastering

4. TERM:

Spring 2018

5. INSTRUCTOR:

Jimmy Fikes

6. CONTACT INFORMATION:

WBU Email: jimmy.fikes@wayland.wbu.edu
Cell phone: 806-831-3918

7. OFFICE HOURS, BUILDING & LOCATION:

Students may contact the instructor at any time.

8. COURSE MEETING TIME & LOCATION:

All instruction and work in this class will be online (in Blackboard).

9. CATALOG DESCRIPTION:

Skill-building in how to administer multimedia and video technology to instruct, users, solve problems and communicate effectively.

10. PREREQUISITE:

MISM 3307

11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
High Performance Responsive Design	Barker	cur	2014	O'Reilly Media	9781-49194-9986	4/13/15

** AND **

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
Learning Web Design	Robbins	5th	2018	O'Reilly Media	9781-49196-0202	11/22/17

AND

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
Designing for Performance: Weighting Aesthetics and Speed	Lara Callender Hogan		2015	O'Reilly	9781-49190-2516	6/12/15

12. ADDITIONAL 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.

13. COURSE OUTCOMES AND COMPETENCIES:

- Understand the Web as it relates to both Web-only and traditional business.
- Be able to outline functional navigation of a Web site for efficient organization of its content
- Be able to create a Web site maximizing the use of available resources.
- Be able to maintain currency and relevance of a Web site.

14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

15. STATEMENT ON PLAGIARISM & 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.

16. 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.

17. COURSE REQUIREMENTS and GRADING CRITERIA:

Weekly assignments

- The average grade earned from all weekly assignments will make up 40% of total term grade.

Weekly Discussions

- Graded discussions must be posted in Blackboard weekly (except weeks 1, 5, and 11). A grading rubric is found in the Course Info/Syllabus page that details all requirements for messages posted in the discussion forum. The average of all discussion forum grades will make up 30% of total term grade.

Exams

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

WBU Grading Scale:

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

17.1 Grade Appeal Statement: "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 Vice President of Academic Affairs/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."

18. TENTATIVE SCHEDULE

The content of this class is divided into the following sections that will be covered over the 11-week term:

1. CSS Layout with Flexbox and Grid and other grid frameworks

2. Responsive Web Design (RWD)
3. Scalable Vector Graphics (SVG)
4. Scripting Languages – Introductions to JavaScript and jQuery
5. Search Engine Optimization (SEO) and Webmastering as a Career
6. Site Performance Issues and Metrics
7. Managing Graphics and Other Files for Optimal Site Performance
8. Mobile Development and Responsive Web Design (RWD)
9. Domain Management and working with Internet Service Providers (ISPs)