**Wayland 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.

**Contact Information**

**Course**

: MISM 4331 VC01 – Webmastering

**Campus**

: WBUOnline

**Term/Session**

**:** Fall 2 2025

**Instructor**

**:** Jimmy Fikes

**Office Phone Number/Cell #**

**:** 806-831-3918

**WBU Email Address**

**:** jimmy.fikes@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Students may request online conferences at any time.

**Class Meeting Time and Location**

**:** All work in this class will be completed in Blackboard.

**Catalog Description**

**:**

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

**Prerequisite:**

MISM 3307

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Learning Web Design | Robbins | 5th | 2018 | Ingram | 9781-49196-0202 |

**Chapters 1, 3, 9-10, 16-17, 19, 21-25**

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**: None**

**Course Outcome 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.

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:**

1. **Generative AI tools usage encouraged and may be actively assigned in coursework.**
   1. Use of generative AI tools is actively encouraged and incorporated in to specific assignments for this course.
   2. Use of generative AI tools for assignments in brainstorming, content understanding, or revision to work is perfectly acceptable if cited and referenced properly in any submitted work for the course.
   3. Use of generative AI is encouraged as long as students understand the use of generative AI in the course is to be an assistance tool and not the generator of assignments and submitted work. Ultimately, all submitted work must still reflect student’s own work, understanding, and analysis.
   4. Specific parameters for generative AI usage provided by the instructor.
   5. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

Coding Assignments

* Due by midnight on 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 arrangements with the instructor.
* The average of all coding grades will make up 30% of the total term grade.

Quizzes

* Six weekly quizzes (excluding weeks 4, and 8)
* The first attempt at each quiz must be made during the week it is assigned.
* Quizzes may be retaken beyond the week they are assigned to reinforce learning. The highest score earned on a quiz 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

* Five graded discussion forums
* The average of all discussion grades will make up 20% of the total term grade.

Exams

* Two exams (one each in weeks 4 and 8).
* The average of the two exam grades will make up 30% of the total term grade.
* These exams will contain information covered in weekly assignments and in the discussion forums

**Student Grade Appeals**

**:** 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 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.

**Tentative Schedule**

| **Week** | **Topics** |
| --- | --- |
| 1 | **Designing for Mobility First**  Chapter 3 –Some Big Concepts You Need to Know  Chapter 17 – Responsive Web Design |
| 2 | **Advanced Layout Techniques**  Chapter 16 – CSS Layout with Flexbox and Grid |
| 3 | **Image Asset Management & Copyright Compliance for Webmasters**  Chapter 23 – Web Image Basics  Chapter 24 – Image Asset Production  Chapter 25 – SVG |
| 4 | **Embedded Media and Accessibility**  Chapter 10 – Embedded Media  Chapter 3 – Web Accessibility Initiative (WAI) (p. 42-43)  **Exam 1** |
| 5 | **User Agents, Browsers, & Site Performance**  Chapter 3 – The Need for Speed (pp. 44-46)  Chapter 19 – More CSS Techniques (pp. 554-564) |
| 6 | **JavaScript Interaction with the DOM**  Chapter 21 – Introduction to JavaScript  Chapter 22 – Using JavaScript |
| 7 | **Backend Development and Databases**  Chapter 1 – Databases and server-side programming (p. 12)  Chapter 9 – Scripting in forms (pp. 179-190) |
| 8 | **Hosting and Search Engine Optimization (SEO)**  No reading assignment this week  **Exam 2** |

**Additional Information**

None