# Wayland Logo

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, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MISM 4331-VC01, Webmastering

# **4. TERM**:

Spring 1 2021

# **5. INSTRUCTOR**:

Jimmy Fikes

# **6. CONTACT INFORMATION**:

Cell phone: 806-831-3918

WBU Email: Jimmy.Fikes@wayland.wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Students may request personal conferences with the instructor on any day, and at any time.

# **8. COURSE MEETING TIME & LOCATION**:

This class will be conducted entirely online on Blackboard.

# **9. CATALOG DESCRIPTION**:

Analyzing information and applying graphic design techniques to develop effective, pleasing and useful web sites.

# 10. PREREQUISITE:

MISM 3307

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

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

# IMPORTANT: This eTextbook was included at registration. If you want to buy a hard copy that is fine, but you must OPT-OUT of the eTextbook in the classroom link prior to the date given in Blackboard or be charged.

# 12. ADDITIONAL MATERIALS

* Students will use a free account with Dropbox (www.dropbox.com) to submit assignments for this class
* Students will install the Brackets code editor to use for all assignments

# **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 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.

Weekly Quizzes

* Eight 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

* Six 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 4 and 8).
* The average of the two exam grades will make up 30% of the total term grade.
* These exams will contain information we have covered in weekly assignments and in the discussion forums.

**WBU Grading Scale:**

A 90-100

B 80-89

C 70-79

D 60-69

F Below 60

**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. TERM SCHEDULE – At a Glance\*

| **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** |

\*Note: Each week also requires:

* Posting at least one message in the Peer Support Forum
* Posting at least two messages in the Research Forum (not required in weeks 4 and 8)
* Weekly quiz
* Coding assignment
* Exams (weeks 4 and 8)