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: Spring 2014

4. Instructor: Jimmy Fikes

5. Office Phone and Wayland Email Address: (806) 831-3918 – jfikes@wbu.edu

6. Office Hours, Building, and Location
     M-F   8:00-Noon; 1:00-4:00 p.m.
     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 must have administrative privileges on a personal computer (Windows, Mac, or Linux). This includes permission to install software and write Web-related code (HTML and CSS only).
     •   Students who have questions about these requirements should contact the instructor.

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
          o   Creating standards-compliant Web pages that will display properly on computer monitors, printers, and mobile devices
          o   Embedding media and interactive objects on Web pages
          o   Creating a blog page
          o   Creating pages with tables and forms
          o   Creating Web pages that meet accessibility requirements of the Americans with Disabilities Act (ADA) and Section 508 requirements for persons with disabilities.
     •   Individual students who desire will have the opportunity to advance beyond course objectives into advanced HTML by coordinating with instructor

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 exams/quizzes.

14. 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."

15. Course Requirements and Grading Criteria:

    Chapter Exercises (25% of term grade)
    - Due by midnight, Saturday night, 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 had prior approval.

    Discussion Board (25% of term grade)
    - Eight graded forums (see the grading rubric in Course Documents on Blackboard)

    Exams
    - Exam 1 (25% of term grade)
    - Exam 2 (25% of term grade)

Grading Scale:

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

16. Tentative Schedule:

Week	Topics	Week	Topics
1	Chapter 1 - Where do I start? Chapter 2 - How the Web Works Chapter 3 - Some Big Concepts You Need to Know	6	Chapter 12 - Formatting Text
2	Chapter 4 - Creating a Simple Page Chapter 5 - Marking up Text	7	Chapter 13 - Colors and Background
3	Chapter 6 - Adding Links Chapter 7 - Adding Images	8	Chapter 14 - Thinking Inside the Box
4	Chapter 8 - Table Markup Chapter 9 - Forms	9	Chapter 15 - Floating and Positioning
5	Chapter 10 - What's Up, HTML5? Chapter 11 - Cascading Style Sheets Orientation Exam 1	10	Chapter 16 - Page Layout with CSS
		11	Chapter 18 - CSS Techniques Exam 2