



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 3307-VC01, Web Design

4. TERM: Summer 2022

5. INSTRUCTOR:

Dr. Kenroy Wedderburn

6. CONTACT INFORMATION:

Office phone:

WBU Email: kenroy.wedderburn@wayland.wbu.edu

Cell phone: (347)279-2369

7. OFFICE HOURS, BUILDING & LOCATION:

F 9am – 11:30am (Via email and/or phone)

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Online

9. CATALOG DESCRIPTION:

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

10. PREREQUISITE:

COSC 2311

11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

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

Chapters 1-15, 17-19

12. OPTIONAL MATERIALS

13. COURSE OUTCOMES AND COMPETENCIES:

- Demonstrate ability to create web pages using HTML
- Demonstrate ability to create enhance web pages using Cascading Style Sheets
- Demonstrate ability to use basic JavaScript coding
- Demonstrate ability to use transitions, transforms and animation techniques
- Demonstrate ability to use tables and forms

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:

(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)

The breakout for grades is as follows:

- Exams 20%
- Assignments 40%
- Project(s) 25%
- Discussion 15%

Exams:

- Two (2) Exams will be given.
- Exam #1
- Exam #2

Project

- You will build a website based on a business that you would like to own (if not, then make up one). The guidelines are as follows:
 - o Points will be allocated based on the number of features you use from readings from each week of the class.
 - o That is, points will be assigned based on using features from readings from each of weeks 1 - 7 (15 points x 7 weeks' reading = 105 total points for the project).
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Discussion #1:

- List and describe briefly the five most popular web development tools used by **professional** web designers
- List and describe briefly the five most popular web development tools used by **non-professional** web designers
- Your post should contain at least two paragraphs. (90%)
- You should respond to at least one of the posts from classmates (10%)

Discussion #2

- i) Describe briefly what is front end web development and back-end web development. ii) Indicate and briefly describe the tools used for each
- Your post should contain at least two paragraphs. (90%)
- You should respond to at least one of the posts from classmates (10%)

Assignments:

- In addition to the textbook, you may use <https://www.w3schools.com/html/default.asp> to do real time practice. It provides the environment for you to create html and see the impact immediately.
- To access the work files for the textbook, download the ZIP file (and then unzip) from : <https://learningwebdesign.com/5e/materials/>
- These will be web design exercises
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Assignment #1 - HTML Video Reviews

Watch the four videos below (total about 23 minutes) and answer the following questions. The paper (with a cover page) must be professionally done, using full grammatically correct sentences. This should be about a one-page document plus cover sheet.

- What is HTML? (give full definition and description)
- Why use HTML?

- What is an Internet Browser and how does it use HTML to present a web page?
- What is CSS? (full definition and description)
- How do you indicate to HTML that you are going to input CSS text?

HTML Intro 1: <https://www.youtube.com/watch?v=9p-YLfGWC68> (6:05 min)

HTML Intro 2: <https://www.youtube.com/watch?v=dD2EISBDjWM> (3:31 min)

HTML Intro 3: https://www.youtube.com/watch?v=-USAeFpVf_A (10:09 min)

CSS Intro 3: <https://www.youtube.com/watch?v=qKoajPPWpmo> (6:33 min)

Assignment #2 - The Starfish Café

Chapter 4 of the textbook outlines the steps to create a simple webpage for the Black Goose Bistro. You should have the files from the download of the Robbins Material – go to Chapter 4. You will follow the same steps for practice, but then make changes for the assignment.

- Instead of the Black Goose Bistro you will have the Starfish Café
- Instead of the bird (which you have in the Robbins download), you will use the image of the starfish (star.jpg) also included in this assignment.
- Use the same sub headings: “The Restaurant”, “Catering” and “Location and Hours”, however, change all the content to customize for yourself.
- Submit the completed html. File naming format is *firstinitiallastname.star.html* (for example kwedderburnstar.html)

Assignment #3

Do the 7 Exercises 6.1 – 6.7

Assignment #4

Make the changes to Exercises 8-1 to 8-4 to reflect the tables shown in Appendix A (attached as a MS Word file under Assignment #4 in Blackboard)

Assignment #5

Use the html file contest_entry_final in chapter 9 of Robbins materials:

- For Contest Entry Information, between Telephone number and my shoes are So old, Add Zip Code with a label
- For Under Design your custom Forcefields: Change the color from radio buttons to a dropdown list and also add yellow
- For features add: glowing laces
- For size, change to a drop down box and remove sizes 5 – 8.

Assignment #6

- See the attached text file. Make changes to the html to include, colors, path of animation and direction of movement of the figure.

Free Images

<https://unsplash.com/>

<https://burst.shopify.com/>

Grading: . The standard is 90%-100% =A; 80-89%=B, 70-79%=C, 60-69%=D and below 60%=F.

17.1 Include 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

Week # / Class Dates	Reading Topics	Blackboard Assignments / Quizzes	Due Dates
1 May 30	Watch 4 Videos and create one-page document Read Chapters 1, 2	Assignment #1	Wed Jun 1
2 Jun 6	Read Chapters 3, 4 <i>NOTE – Fri Jan 14th is Census Day</i>	Assignment #2	Sat Jun 11
3 Jun 13	Read Chapters 5,6 Do the 7 Exercises 6.1 – 6.7 Upload the completed HTML file (Use the downloaded Robbins material for Chapter 6)	Assignment #3 Discussion #1	Sat Jun 18
4 Jun 20	Read Chapters 7,8 - Make changes to 8-1 to 8-4	Assignment #4 Exam #1	Sat Jun 25

Week # / Class Dates	Reading Topics	Blackboard Assignments / Quizzes	Due Dates
5 Jun 27	Read Chapters 9,10 - -	Assignment #5	Sat Jul 2
6 Jul 5	Read Chapters 11, 12 <i>(Mon Jul 4 – Holiday)</i>	Submit Project	Sat Jul 9
7 Jul 11	Read Chapters 18 Also read: https://www.w3schools.com/css/css3_animations.asp	Discussion #2 Assignment #6	Sat Jul 16
8 Jul 18	<i>Jul 23rd Summer 2022 Ends</i>	Exam #2	Sat Jul 23

19. ADDITIONAL INFORMATION

i) Please include the course number (MISM3307) on the subject line of your emails to me for quick turnaround. Typical turnaround time for responses are within 24 hours during the week and 48 hours on weekends.

ii) **Late Policy** – Except for the last week of class - I will accept assignments up to a maximum of one week late (points will be deducted at a rate of -5 for each day late). No assignments will be accepted after the one week deadline (other than in extreme situations). No late assignments are accepted for the last week of class. No late submissions are accepted for Discussions

iii) **Make-Up Policy:** No makeup work will be assigned for this course.

iv) Assignments should only be submitted using Blackboard. Assignment #1 must be formatted as a Microsoft Office file or a PDF file for submission to Blackboard. The other assignments are html files.

v) All assignments (however small) MUST have a cover page to include: Course Number and Name; Student's Name, Instructor's Name; Assignment Name/Title; Date. No cover sheet will mean -5% points.

vi) If any assignment is numbered, or has multiple questions, the student must clearly indicate which question is being answered for which question. The instructor is not obligated to search for, guess or otherwise try to figure out which answers belong to

which questions. If the instructor cannot easily see which answer belong to which question – then the assignment will not be graded.

vii) It is very important that you check your Wayland email at least twice per day (morning and evening). The instructor may need to contact you urgently regarding a matter pertaining to you and time may be of the essence. Ideally you should check your Wayland email regularly.

APPENDIX A

Exercise 8-1

Album	Year	Genre
Rubber Soul	1968	Musical
Revolver	1966	Crime
Sgt. Pepper's	1967	Drama
The White Album	1968	Musical
Abbey Road	1969	Adventure

Exercise 8-2

7:00pm	7:30pm	8:00pm
The Sunday Night Movie		
Perry Mason	Candid Camera	What's My Line
Matlock	AGT	Who is that?
Bonanza	The Wackiest Ship in the Army	

Exercise 8-3

apples	oranges	pears	blackberry
bananas		pineapple	
lychees			strawberry

Exercise 8-4

Your Content Here

	A common header for two subheads		Header 3
	Header 1	Header 2	
Thing A	data A1	data A2	data A3
Thing B	data B1	data B2	data B3
Thing C	data C1	data C2	data C3
Thing D	data D1	data D2	data D3