Web Design:
Design & Management of Internet Services

Class Description
Principles for construction and publication of multimedia documents for the World Wide Web. Incorporate a user-based approach to planning, design, implementation, and management in distributed network environments, with an entrepreneurial focus.

Expected Learning Outcomes
- Memorize key terms and definitions related to common web technologies
- Understand at a basic and intermediate level the workings of the Internet and Web applications
- Understand at a intermediate or expert level key Web technologies including HTML and CSS
- Analyze the function and importance of search engine optimization (SEO), including organic and paid search results
- Consider entrepreneurial opportunities in respect to issues such as web 2.0, web technologies, privacy, and related issues.

Blackboard
Syracuse University’s Blackboard system will be used throughout the semester for grading purposes. You can access blackboard at: http://blackboard.syr.edu and you can log in with you netID and password.

Weekly Structure
Our twice a week class will be largely be split with Tuesdays focusing on each week’s topics & deliverables, and Thursdays largely being hands-on “lab” days. This may vary from week to week, but in large this is the intended format.
Student Expectations

Attendance
Students are expected to attend class each week for the full period unless otherwise excused. I will not explicitly “take attendance” but stress that without your presence in class, you will unquestionably fall behind. It is the responsibility of students without a university-approved absences to obtain notes/assignments from missed classes.

Communication
Students are expected to communicate with the instructor. It is the student’s responsibility to ask for help when needed. Students are expected to be both mentally and physically present and expected to participate in classroom discussions.

Timeliness
Students are expected to come to class, and complete homework each week on time. Late assignments will not be accepted, regardless of the excuse, without prior arrangements and the approval of the instructor.

Care
The student is expected to care about the work required of them as well as those around them in the class. Each student will conduct themselves with respect for each other and the instructor in the classroom.

Attention
Each student is expected to be organized, take notes, and pay attention in class. This class covers a very large amount of content, and your dedication and organization to detail is vital to doing well.

Academic Integrity
Much of the assignments for class are based around writing HTML, CSS and other “code” for the creation of websites - because of the nature of the assignments, it is extremely easy to spot “plagiarized” code. Copying blocks of code from other students, implementing plugins or inserting prewritten code from the web will be counted as plagiarism, and the assignments of all involved parties will be graded as F’s. Involved students will also be brought to the attention of the iSchool and Syracuse University Academic Integrity officers.

“Every accomplishment starts with the decision to try.”
-unknown
Class Outline
This course is divided into four phases.

Phase One - Introduction to Web Technology [Weeks 1-3]
Students will be introduced to the technical aspects of the web including web protocols, dns, and the integrated relationship between html, css and other languages that create websites.

Phase Two - Planning & Design [Weeks 3-5]
Students decide on a project they would like to create. Students transform their plan into a design, using navigational maps and storyboards, Adobe Photoshop, and Notepad ++. Students perform a competitive analysis, and begin to brainstorm the components of their Web site.

Phase Three - Implementation [Weeks 5-11]
Students learn HTML and CSS along with other complimentary coding technologies utilizing a basic text editor and FTP program.

Phase Four - Advanced Front-End Technologies [Weeks 11-14]
Students will study Javascript, Jquery, and the use of basic APIs to enrich their designs.

Assignments & Schedules
Weekly Assignments
Each week students will be asked to complete an assignment demonstrating their knowledge of the week’s topic, researching the next week’s topic or expanding on their existing knowledge from the class. Students will have one week to complete these assignments, as they will be due before class the following week.

Midterm
A midterm exam will be given in classes on the week of March 4th - in addition, around the mid point of the semester students will be completing a larger website design project as well. These two combined will account for 50% of your grade.

Semester Long Final Project
Students will be asked to create a complete website as their final project. Many of the weekly assignments throughout the semester will be related to this project. There will be no formal final exam.
Students will be graded per the scheme below. Please review the grading chart to the right carefully, as it will be used to determine your final grade in this class.

**Point Distribution**

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**Grading & Policies**

“The fewer rules a coach has, the fewer there are for a player to break.”

- John Madden

**Assignment Submission**

Any written assignment should be submitted on blackboard (weeks 1 & 2) - All “code” based assignments should be linked to you class homepage. Please do not email any assignments to me.

**Late Assignments**

Late assignments will depreciate at 75% per day. Assignments handed in more than 1 day late have no residual value, and will receive a 0. Project management skills are vital to every industry, and to me, assignments are better never than late.

**Get out of Jail Free “Card”**

I’m a realistic person...I know you’re busy, and I know things come up. On blackboard, I will be opening a “Late Assignment” dropbox, in which you will have the opportunity to submit one weekly assignment late. As long as the assignment is submitted before the last day of classes, it will be counted for full value. You may only submit one assignment into the dropbox, any additional assignments will not be counted.
**Academic Integrity**

Syracuse University’s Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the policy and know that it is their responsibility to learn about course-specific expectations, as well as about university policy. The university policy governs appropriate citation and use of sources, the integrity of work submitted in exams and assignments, and the veracity of signatures on attendance sheets and other verification of participation in class activities. The policy also prohibits students from submitting the same written work in more than one class without receiving written authorization in advance from both instructors. The presumptive penalty for a first offense by an undergraduate student is course failure, accompanied by a transcript notation indicating that the failure resulted from a violation of Academic Integrity Policy. The standard sanction for a first offense by a graduate student is suspension or expulsion. For more information and the complete policy, see http://academicintegrity.syr.edu.

**Students with Disabilities**

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), http://disabilityservices.syr.edu, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

**Ownership of Student Work**

This course may use course participation and documents created by students for educational purposes. In compliance with the Federal Family Educational Rights and Privacy Act, works in all media produced by students as part of their course participation at Syracuse University may be used for educational purposes, provided that the course syllabus makes clear that such use may occur. It is understood that registration for and continued enrollment in a course where such use of student works is announced constitutes permission by the student. After such a course has been completed, any further use of student works will meet one of the following conditions: (1) the work will be rendered anonymous through the removal of all personal identification of the work’s creator/originator(s); or (2) the creator/originator(s)’ written permission will be secured. As generally accepted practice, honors theses, graduate theses, graduate research projects, dissertations, or other exit projects submitted in partial fulfillment of degree requirements are