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.

CLASS MEETING
This class meets TUESDAY and THURSDAY
8:00 AM - 9:20 AM
in Hinds Hall Room 111

EXPECTED LEARNING OUTCOMES
• Know key terms and definitions related to common web technologies
• Understand at a basic to intermediate level the core workings of the Internet and Web applications
• Understand at an intermediate or expert level key Web technologies including HTML, CSS and JavaScript
• 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 for announcements and assignments. You can access blackboard at: http://blackboard.syr.edu and you can log in with your NetID and password.

STUDENT EXPECTATIONS

COMPUTER POLICY
The course REQUIRES the use of laptop PCs for each class. If you do not have a laptop, the iSchool has several that you may borrow with your SUID.

ATTENDANCE
Students are expected to attend and be attentive and engaged in the class each session for the full period unless otherwise excused. I will not be taking formal “attendance” but I will see who is and isn’t attending class regularly. I will not meet privately and explain to you what you should have already learned in a class session if you are absent unexcused.

COMMUNICATION
Students are expected to communicate with the instructor and their peers. 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.

ACADEMIC INTEGRITY
Much of the assignments for class are based around writing HTML, CSS and JavaScript “code” for the creation of websites, It is extremely easy to spot plagiarized code. Copying code from other students or inserting prewritten code from the web will be counted as plagiarism. Unless otherwise noted in the assignment, using pre-written “plugins” for JavaScript code will also be considered plagiarism. The assignments of all involved parties will be graded as F’s. Involved students may also be brought to the attention of the iSchool and Syracuse University Academic Integrity officers.
DAILY STRUCTURE
For most days, our eighty minute class will be split in half (40 minutes lecture and 40 minutes lab time). The first half of class time will be explaining the topics of the week. The second half will be hands on “lab” time, getting your hands dirty exploring the topics from the lecture.

CLASS OUTLINE

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, JavaScript and other languages that create websites.

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, graphics software, and a plain text editor. Students perform a competitive analysis, and begin to brainstorm the components of their Web site.

IMPLEMENTATION [WEEKS 5-11]
Students practice HTML5, CSS, Javascript using a plain text editor.

MANAGEMENT [WEEKS 11-14]
Students will study Content Management Systems (CMS) and their integration into professional grade websites, understanding both their technical and usability advantages.

GRADING & POLICIES
Semester final grades will be weighted based on the chart below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Midterm Project</td>
<td>20%</td>
</tr>
<tr>
<td>Weekly Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Final Project</td>
<td>35%</td>
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</tbody>
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Letters grades will be assigned based on the final grades as described in the chart below:

- 95% = A
- 90% = A-
- 86% = B+
- 83% = B
- 80% = B-
- 76% = C+
- 73% = C
- 70% = C-
- 60% = D
- <60% = F

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 at 5:00pm before class the following week.

MIDTERM
A midterm exam will be given in class on the week of October 22nd 2013 - 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 complete an interactive website for a topic of their interest (a local business, favorite athletic team [unless that team is the Duke Blue Devils], a non-profit, etc) 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.

ASSIGNMENT SUBMISSION
All assignments should be submitted through their specific blackboard dropbox. Assignments that are not submitted through Blackboard will not receive credit. Do not email me assignment submissions.

LATE ASSIGNMENTS
Late assignments will depreciate at 50% per day. An assignment two days late has a max score of 25%
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

DISABILITY-RELATED ACCOMMODATIONS
If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), http://disabilityservices.syr.edu, located at 804 University Avenue, room 309, 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.

RELIGIOUS OBSERVANCES POLICY
SU religious observances policy, found at http://supolicies.syr.edu/emp_ben/religious_observance.htm, recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes. For fall and spring semesters, an online notification process is available through MySlice/Student-Services/Enrollment/MyReligiousObservances from the first day of class until the end of the second week of class.