

# **TED 5319 - Educational Web Site Design and Development**

## **Syllabus**

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Office hours: By Appointment

### **Class Meetings**

5:30 PM - 10:20 PM Weekdays - Education Building Room 405

May 18, 2007 - May 29, 2007 (No meeting May 25, Memorial Day – UTEP Closed)

### **Course Description**

This course will explore Educational Web Site design and development. Students will develop a functional Web site that integrates content and graphics into a variety of Web interface strategies. Topics include HTML, tables, links, graphics, templates, page layout as well as exploring related software packages, including Macromedia Dreamweaver, Inspiration, WS FTP and Internet Explorer.

The Phases of Educational Web Site Design and Development are centralized in five basic areas; planning, research, development, refinement and implementation. These five areas work as organizational frameworks for instruction and learning, Web site development and implementation, student progress and presentation. The scope and sequence of the content area matches the phases and allows for the integration of software tools for concept mapping, word processing, Web browsing, HTML code editing and file transferring.

Classes will be on weekday evenings from 4:30 to 9:30 PM, from May 15 -25. About two hours of the class will be a lecture and guided instruction. The rest of each class will be classroom exercises, software engagement and Web Site development. There will also be online components to the class that will be woven into the instruction and will count as direct class time.

### **Course Goals**

By the end of the nine session course, students should develop and demonstrate their skills in the following areas:

- Communication - using a variety of technology tools and techniques for developing effective Web Sites that are functional and useful for the end user.
- Evaluation - making sense of the Internet, by learning how to assess other Web sites and implement effective strategies into the design and development of a personal Web site.
- Navigation - strategies for making a Web site that is intuitively understood by the Internet visitor as well as providing quality data and resources to the end user.
- Presentation - taking what makes sense in style and function and putting it to use with meaning and clarity as it relates to content and design.

## **Intended Course Outcomes**

The intended course outcomes of this course are as follows:

- Successful learners will better understand and be able to integrate the basic concepts in designing, developing and maintaining a Web Site.
- Students will learn the relevance of the Phases of Web Site Development as a basis for managing Web Site development.
- Students will increase their understanding in the areas of HTML and related Internet software packages, such as Macromedia Dreamweaver.
- Students will design, develop and maintain their own personal Web site on the Internet through the UTEP Public Web Site.

## **Incoming Competencies Expected of Students**

Students should have a familiarity with Windows Operating System and functional use of the Internet and Email. Students should also have a basic understanding of the organization of folders and files on a computer. Previous use of Internet software tools is recommended.

## **Textbook**

Williams, Robin and Tollet, John (2006). **The Non-Designer's Web Book**, (Third Edition) Peachpit Press, Berkeley, CA, ISBN # 0-321-30337-7.

## **Required Software**

Dreamweaver MX 2004 (Educational or Full Version) is the professional choice for building web sites and applications. It provides a powerful combination of visual layout tools, application development features, and code editing support. Students will develop and post their own Web site on the UTEP domain as a final product.

## **Additional Resource Texts**

Towers, Tapin (2001), **Macromedia Dreamweaver for Windows and Macintosh**, Peachpit Press, Berkeley, CA, ISBN # 0-201-73430-3.

Graham, Ian S. (1998), **HTML 4.0 Sourcebook**, Wiley Computer, New York, ISBN # 0-471-25724-9.

## **Other Course Materials**

Additional Articles will be posted as links for students to read prior to class and will be assigned daily.

## **Grading Policy**

The grading scale will be:

A = 90% - 100%, B = 80% - 89%, C = 70% - 79%, D = 60% - 69%, F = 59% and below.

The overall grade for the class for each student will be calculated as follows: 10% classroom participation, 20% quizzes, 30% homework assignments, 20% Final Web Site Development, 20% Final Presentation of Web Site.

### **Instructions for Obtaining Web space on utminers.utep.edu domain**

- Within Campus: **x4357 {help}**
- Outside Campus: **747-5257**
- Must have **utep.edu** email account
- Request FTP (File Transfer Protocol) access for the site

### **UTMiners Web-Hosting Service**

- Username is your *miners\email username*
- Password is your *current web mail password*
- For domain: **MINERS**

Each user is given 10 MB of space for hosting web pages. Your web *URL* will be <http://utminers.utep.edu/username>. Web Hosting Guidelines at UTEP – Please read (<http://admin.utep.edu/Default.aspx?tabid=205>)

### **Get your UTEP Miners E-mail at <https://newaccount.utep.edu>**

Enjoy the convenience of receiving your business and academic information under one account. Your account will also give you access to free internet services, wireless connections, WebCT Course tools and much more

### **Instructions for Accessing Your Course Online in WebCT**

You must have an UTEP e-mail id and password before you can access WebCT. UTEP automatically generates an e-mail id for you when you are entered into the system. If you do not have your id or do not remember the id or password call the helpdesk first at (915) 747-5257.

Some of the course content will be delivered via WebCT. You can access WebCT by following the steps outlined below

- **Go to** <http://my.utep.edu>
- **Your login is your e-mail id and your password is your e-mail password.**
- Once you are in the **my.utep** space, you can find the link to WebCT near the top of the webpage

In case the above URL does not work, you can do the following:

- Go to <http://WebCT.utep.edu>
- **Your login is your e-mail ID but your password is your goldmine password,** which is generally a 6 digit number. You need to have an UTEP e-mail ID to be able to access WebCT.

Once you are logged into WebCT, you will find all the courses you are registered for, under the appropriate semester.

Click on your course title to access the course.

## Schedule

The class takes place from Monday May 18<sup>th</sup> to Friday May 29<sup>th</sup>. Monday, May 25<sup>th</sup> is Memorial Day and our class will not meet. Each day will include activities and discussion based around tools and techniques, which can enhance courses delivered via technology. The basic schedule is as follows:

- 5:30 PM-6:30 PM**    **Daily Recap & Experience Sessions** – immediate, hands-on sessions and quizzes to introduce a core concept for the day
- 6:30 PM-8:00 PM**    **Think Sessions** – Presentations and discussions about the core concepts
- 8:00 PM-8:15 PM**    **Break**
- 8:15 PM-9:30 PM**    **Learning the Technology** – Workshops for learning the actual technological tools needed to apply the core concepts
- 9:30 PM-10:30 PM**    **Development Sessions** – open discussions about the day and homework assignments

Date	In-class activity	Online activity	Homework
Monday, May 18 <sup>th</sup>	<p>Introductions and Class Overview</p> <p>Syllabus Review and Class Web site overview</p> <p>Web Site Macro and Micro Views</p> <p>Inspiration Practice and Initial Concept Map Development</p>	<p>Use of Web Site, MySpace and WebCT at UTEP for Class materials</p> <p>Inspiration Overview and Hands-on Practice – Handout and CD for each student (update from Web development course)</p>	<p>Read Chapters 1 and 4 in <u><a href="#">The Non-Designer's Web Book</a></u></p> <p>Develop initial concept map of Web site and turn into instructor for feedback</p> <p>Online articles as directed by instructor (all week)</p>
Tuesday, May 19 <sup>th</sup>	<p>Using Browsers for Research</p> <p>Understanding the Functions of the Browser</p>	<p>WebCT Online Quiz 1</p> <p>Research into Web Sites and Functions of Browsers – Location of External Links</p>	<p>Read Chapters 2 and 3 in <u><a href="#">The Non-Designer's Web Book</a></u></p> <p>Compare and Contrast a Web Site of your choice using both Internet Explorer and Netscape (or another browser - Mozilla, etc). This should be approximately 2-3 pages and uploaded in WebCT Assignments area.</p>

<b>Date</b>	<b>In-class activity</b>	<b>Online activity</b>	<b>Homework</b>
Wednesday May 20 <sup>th</sup>	HTML Instruction  Graphics and Images	WebCT Online Quiz 2  HTML Hands-on Practice	Read Chapters 5,6 and 7 in <u>The Non-Designer's Web Book</u>  Obtain Web space on a UTEP machine and work on a basic default.htm page  Identify Web site topic and share on 12/21 in class
Thursday May 21 <sup>st</sup>	Project and Presentation Overview and Rubrics  Sharing of Web Site Topics  Dreamweaver Instruction – Basics, Site Manager and Design Views	WebCT Online Quiz 3  Dreamweaver Hands-on Practice  Basic Web Site (textual)	Read Chapters 8 and 9 in <u>The Non-Designer's Web Book</u>  Write an overview of your proposed site and include diagrams of the macro and micro structure to date. This should be approximately 2-3 pages and uploaded in WebCT Assignments area.
Friday May 22 <sup>nd</sup>	Dreamweaver Instruction – Links  Basic Web Site (with graphics)  Dreamweaver Instruction – Tables and Templates	WebCT Online Quiz 4  Dreamweaver Hands-on Practice	Read Chapters 10 and 11 in <u>The Non-Designer's Web Book</u>  Continue Working on Educational Web Site identification and project for presentation
Tuesday May 26 <sup>th</sup>	Dreamweaver Instruction – Tables and Templates  Cascading Style Sheets  Classroom Development of Educational Web Sites Final Products	WebCT Online Quiz 5  Successfully load your Web Site to date onto your Server space, and test the links and graphics, to make sure all are working properly.	Read Chapters 12 in <u>The Non-Designer's Web Book</u>  Student Development (on your own) of Educational Web Sites Final Products  Online articles as directed by instructor (all week)

<b>Date</b>	<b>In-class activity</b>	<b>Online activity</b>	<b>Homework</b>
Wednesday May 27 <sup>th</sup>	Interactivity Integration  Class Development of Web Site Final Products	WebCT Online Quiz 6  Continue the updating of your Web site by making local corrections and publishing onto your Web Site, testing all elements and making sure your file and folder structure matches both local and remote.	Read Chapters 13 and 14 in <u>The Non-Designer's Web Book</u>  Student Development (on your own) of Educational Web Sites Final Products
Thursday May 28 <sup>th</sup>	FTP and Advanced HTML  Final Topics overview  Class Development of Web Site Final Products	WebCT Online Quiz 7  Classroom Development of Educational Web Sites Final Products	Read Chapters 15 and 16 in <u>The Non-Designer's Web Book</u>  Write an essay that describes your personal understanding of Web Site Development, and use the five basic areas; planning, research, development, refinement and implementation as organizational frameworks for your paper. This should be approximately 3-5 pages and uploaded in WebCT Assignments area.
Friday May 29 <sup>th</sup>	Class Evaluations  Web Site Product Finalized and Delivered  Class Presentations	WebCT Online Quiz 8	

## **Academic Dishonesty**

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another person's as ones' own. And, collusion involves collaboration with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be taken seriously and will be referred to the Dean of Students Office for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions.

## **Students with Disabilities**

If you have or believe you have a disability, you may wish to self-identify. You can do so by providing documentation to the Office of disabled Student Services located in Union E Room 203. Students who have been designated as disabled must reactivate their standing with the Office of Disabled Student Services on a yearly basis. Failure to report to this office will place a student on the inactive list and nullify benefits received. If you have a condition which may affect your ability to exit safely from the premises in an emergency or which may cause an emergency during class, you are encouraged to discuss this in confidence with the instructor and/or the director of Disabled Student Services. You may call 747-5148 for general information about the Americans with Disabilities Act (ADA).