**University of North Texas at Dallas**  
**Spring 2017 SYLLABUS**

<table>
<thead>
<tr>
<th>Department of</th>
<th>Languages and Communication</th>
<th>Division of</th>
<th>Liberal Arts and Sciences</th>
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</table>

**Instructor Name:** Ms Pamela Harris  
**Office Location:** Dal2 Room 231 (Dallas Campus)  
**Office Phone:** 972-338-1574  
**Email Address:** pamela.harris@untdallas.edu

**Office Hours:** Tuesdays 11AM to 12:45 and 3 to 5PM. Wednesdays 11AM to 6PM

**Classroom Location:** Dal 1-308  
**Class Meeting Days & Times:** Tues and Thursdays 1 to 2:20 PM

**Course Catalog Description:** Comm2410 Web Design Principles  
3 hours. Students will develop a fundamental knowledge of website design, construction, and publication. No duplicate credit. Prerequisite(s): None.

**Prerequisites:**

**Required Text:** Learn Adobe Dreamweaver CC for Web Authoring  
Author: Schwartz  
Edition: N/A  
ISBN: 9780134396422  
You may use print or digital form

**Access to Learning Resources:**  
UNT Dallas Library:  
phone: (972) 780-3625;  
web: [http://www.unt.edu/unt-dallas/library.htm](http://www.unt.edu/unt-dallas/library.htm)  
UNT Dallas Bookstore:  
phone: (972) 780-3652;  
e-mail: 1012mgr@fheg.follett.com

**Course Goals or Overview:** The goals of this course are as follows -  
to develop a fundamental knowledge of website design, construction and publication

**Learning Objectives/Outcomes:** At the end of this course, students will be able to:

1. Design simple websites according to current trends  
2. Construct simple websites using HTML5, CSS and Dreamweaver  
3. Edit images for effective use on the websites (Photoshop)  
4. Publish simple websites using online server(s)  
5. Analyze the effectiveness of simple website creations

**Course Outline**  
This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added.

**Chapter 1: Welcome to the World Wide Web**  
World Wide What?  
Working in the Web Design World  
PROJECT 1.1 Create Your First Dreamweaver Website  
PROJECT 1.2 Under the Hood—Examining Code in a Web Page  
Challenge! Customize the Starter Page and Make It Your Own
Chapter 2: Dreamweaver CC Essentials
How Does Dreamweaver Help?
Dreamweaver Workspace Overview
The Document Window
The Property Inspector
Panels and Panel Groups
Coding Tools in Dreamweaver CC
Chapter 3: Building Your First Website
Your First Client—Chris the Cartoonist
PROJECT 3.1 Translating Client Project Requirements
PROJECT 3.2 Modifying Page Properties
PROJECT 3.3 Setting Font Formats and Links
PROJECT 3.4 Adding Content Containers and Attributes
PROJECT 3.5 From Blueprint to Assembly: Positioning Page Elements with CSS
Challenge! Create Your Own Page Comps
Chapter 4: Getting the Big Picture
Bring On the Art!
Image File Formats for the Web
PROJECT 4.1 Prototyping and Designing with Background Images
PROJECT 4.2 Inserting and Editing Images
PROJECT 4.3 Floating Images into Position
PROJECT 4.4 Creating Structured Layouts with Images
PROJECT 4.5 Styling the Header Area
Challenge! Create Your Own Design with Photoshop
Chapter 5: Working with Web Page Content
Bring on the Content!
PROJECT 5.1 Styling the Navigation Sidebar
PROJECT 5.2 Styling Navigation Elements
PROJECT 5.3 Styling Structured Data
PROJECT 5.4 Building and Designing Interactive Forms
PROJECT 5.5 Finalizing the Prototype for Production
Chapter 6: Moving from Prototype to Production
Let’s Go Live!
Reviewing CSS Syntax
PROJECT 6.1 Putting the Style Sheet into Production
PROJECT 6.2 Building Out the Site with Dreamweaver Templates
PROJECT 6.3 Adding Optional Content with Library Items
PROJECT 6.4 Publishing and Updating a Dreamweaver Site
Chapter 7: Exploring the Brave New World of HTML5 and Responsive Design
Let’s Go Mobile!
Understanding HTML5, CSS3, and Responsive Design
PROJECT 7.1 Exploring Responsive Design with Media Queries
PROJECT 7.2 Exploring Responsive Design with jQuery and Bootstrap
PROJECT 7.3 Inserting HTML5 Video
PROJECT 7.4 Exploring CSS3 Animation
Chapter 8: Leveling Up with Design
Getting comfortable with creativity, and learning that creativity is an obtainable skill.
Learn about the elements of art and how to use them to communicate visually.
Learn how to use the principles of design to effectively direct the attention of viewers when viewing your design work.
Learn about a design hierarchy and how the elements and principles can be understood to help design compelling visual compositions.
Understand how the principles of design affect the design decisions made in web authoring projects.
Chapter 9: Working with Outsiders.
Learn how to create design work for others and understand their needs and purposes.
Understand copyright concerns related to the design industry.
Understand project management concepts and issues related to working as part of a design team.
Be aware of common problems and pitfalls in project design and in the design industry.
Learn the common elements that are included in a typical web authoring project plan.

Final web design project due (present in class) Thursday May 11th, 1 PM

Course Evaluation Methods
This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Grading Matrix:

<table>
<thead>
<tr>
<th>Activities/Assignments</th>
<th>Value (percentages)</th>
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<tbody>
<tr>
<td>1 introductory discussion</td>
<td>10 points</td>
</tr>
<tr>
<td>7 online quizzes</td>
<td>20 points each (140)</td>
</tr>
<tr>
<td>7 Hands on chapter learning projects</td>
<td>6 worth 20 points each (120) 100 points for final project</td>
</tr>
<tr>
<td>Total:</td>
<td>(370 points) 100%</td>
</tr>
</tbody>
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Grade Determination
A = 90% or better  B = 80 – 89 %  C = 70 – 79 %  D = 60 – 69 %  F = less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:
University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.
**Student Evaluation of Teaching Effectiveness Policy:**
Student’s evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students’ evaluations to be an important part of your participation in this class.

**Assignment Policy:** All assignments should be on time. If late, the maximum grade will be 69% of the total.

**Exam Policy:** (All exams must be taken according to the schedule).

**Academic Integrity:**
Academic integrity is a hallmark of higher education. You are expected to abide by the University’s code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University’s policies and procedures. Refer to the Student Code of Academic Integrity at [http://www.unt.dallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf](http://www.unt.dallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf) for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

**Web-based Plagiarism Detection:** Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

**Classroom Policies**

**Online Attendance and Participation:**

The University attendance policy is in effect for this course. Class attendance in the classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the assigned readings will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to [http://www.unt.dallas.edu/registrar](http://www.unt.dallas.edu/registrar) for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor’s discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

**Inclement Weather and Online Classes:** Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

**Online “Netiquette:**
In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online
environment should use proper “netiquette” (i.e., no writing in all caps (usually denotes yelling), no curse words, and no “flaming” messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University’s policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at http://www.untdallas.edu/osa/policies. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:
Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- http://www.untdallas.edu/dlit/ecampus/requirements
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html