COURSE SYLLABUS

ART 333, SECTION 02
WEB SITE DEVELOPMENT
3 Credit Hours
Fall Semester, 2007

Location of Class Meeting: Dan Rather Communications Building, Room 305
Class Meeting Times: M W, 11am – 12:20 and 12:30 – 1:50pm
Instructor: Dr. Thomas Seifert
Office Location: Dan Rather Communications Building, Room 313
Instructor Contact Information: (936) 294-1196
     E-Mail: tseifert@shsu.edu
     Web Site: www.shsu.edu/~ith_tas
Office Hours: 8:30-11 M-Th, others by appointment

COURSE DESCRIPTION: This course is designed to introduce students to the process of designing and creating web sites for the World Wide Web. Beginning with an understanding of the Internet, its history and development, students move on to creating web pages in basic HTML. Students are introduced to a web authoring tool (Dreamweaver) and learn its strengths and weaknesses by working with it in both the creation and maintenance of websites. The course concludes with an examination of scripting languages, browser differences, and the uses of XML in the creation of web sites now and in the future. Credit 3.

COURSE OBJECTIVES: During this course, students will demonstrate their knowledge and understanding of:
1. a history of the internet and the World Wide Web.
2. basic and advanced structure of web pages.
3. basic and advanced tags used in web pages.
4. image preparation and inclusion in web pages.
5. tables, forms, audio, animation, and video in web pages.
6. authoring tools for the creation and maintenance of web sties.
7. style sheets, and layers in web page construction.
8. dynamic html and the future of web programming languages.
9. interface design of web pages
10. search engine strategies.
11. browser compatibility issues and how to create widely accessible websites.

REQUIRED TEXT There is no text for this course. Handouts and references will be available through the course web site.

REQUIRED SUPPLIES
A portable storage media such as a USB 2 compliant Portable Flash Drive

Students will be evaluated by performance on graded assignments as follows:

Web site #1 – Resort	100 points
Web site #2 – Multimedia	100 points
Deconstruction Paper	50 points
Final web site #3 – Personal Presentation	150 points

Grading Plan

The total possible for the course is 400 points. Ultimately, letter grades must be assigned to course work. Under the definitions established by Sam Houston State University, students who receive the following letter grades are considered to have reached the level of attainment defining that letter. Thus, letter grades may be interpreted this way:

A= Excellent	D= Barely passing
B= Well above average	F= Failure
C= Average	

Final grade	Total points within this range
A	360 to 400
B	320 to 359
C	280 to 319
D	240 to 279
F	Below 240

NOTES:
1. No grades will be "curved' or adjusted.
2. There is no extra credit offered in this course
3. Instructor cannot post grades publicly or give them to you over the telephone. All grades will be posted on the course website, however.
4. October 10, 2007 is the last day for dropping Fall Semester courses without grade of F, and the last day for resignations without receiving WP or WF marks.

ATTENDANCE POLICY
In accordance with University Policy, regular attendance is required and expected and will be necessary for successful completion of the course. Attendance will be taken each day and attendance figures may be used in figuring final grades.

Class Preparation
You are expected to prepare for each class session and contribute to class discussions. All readings and assignments should be done BEFORE the beginning of class.

Academic Honesty
Ethics are the cornerstone of responsible communication. Honesty is expected--and demanded-- of all students. Violations of professional ethical standards can lead to an automatic "F" in the course. The work you submit must be your own, generated by you alone, and it must be completed this semester using the applications specified.

Classroom Demeanor
Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating or drinking in the computer labs, using tobacco products anywhere in the building, making offensive remarks, reading newspapers, sleeping, talking among each other at inappropriate times, using the lab computers during class time for anything other than course related work, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

VISITORS IN THE CLASSROOM
Unannounced visitors to class must present a current, official SHSU identification card in order to be permitted in the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

AMERICANS WITH DISABILITIES ACT
It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request assistance with academically related problems stemming from individual disabilities by contacting the Director of the Counseling Center in the Lee Drain Annex or by calling (936) 294-1720.

RELIGIOUS HOLIDAYS
Any student who wishes to be excused for a religious holy day must present to me a written statement describing the holy day(s) and the travel involved. We will then talk about the missed days and how you can make up the work in a timely way.

COURSE OUTLINE
I. Overview of the World Wide Web (W3)
    A. A Short History of the W3
II. The Basics of HTML
    A. Structural Tags
    B. Formatting Text
    C. Hyperlinks and Anchors
    D. Image Preparation
III. Intermediate Site Creation using Dreamweaver
    A. Introduction to the workspace
    B. Tables
    C. Images and image maps
    D. Text
    E. Links, rollovers, flash buttons
    F. Cascading Style Sheets

G. Templates and libraries
H. Layers
I. Dynamic HTML
J. Forms and behaviors
K. Frames
L. Embedding Media
M. Site Management

IV. <u>Development Strategies</u>
A. Interface Design
B. Browser Compatibility
C. Search Engine Strategies
D. Creating Widely Accessible Web Pages
E. XML and the Changing Web