CIS-150
Web Development & Administration I

COURSE DESCRIPTION

This course will focus on using the Internet as a communications media, developing both personal and business-oriented Web pages and associated Web Sites. Aspects of content development, organizational design, navigational concepts, and basic forms coding will be implemented using HTML coding and other Web design tools such as FrontPage and Dreamweaver. Or, such state-of-the-art Web design tools that meet current industry standards. The history of the Internet will be discussed concomitant with present usage and future potentials. The objectives of this course will be met using problem based learning techniques.

CLASS HOURS: 3 **CREDITS: 3**

COURSE PREREQUISITES:

Computer Literacy (CIS-101) or
Introduction to Information Technology (CIS-122)

TEXTBOOKS:

Macromedia Dreamweaver MX 2004, Thomson/Course Technology, Bishop, Hunt, and Patel, 2004
ISBN 0-619-18838-3

MATERIALS REQUIRED:

Minimum of 2 – 3½" floppies OR
Since large images may be used, recommend 128MB USB flash drive

INSTRUCTOR:

Ron Curtis
Office – McWherter Center #218
Phone – ext. 212

Terminal Performance Objectives

MODULE ONE

TPO1 Given (1) an objective test on basic Web concepts and common terminology; (2) given an online evaluation to assess practical skills applications and competency in basic HTML coding; you will earn a passing grade based on the following enabling objectives.

Enabling Objectives

You will be able to:

1. Define and explain:
   a. the term tag
   b. the reasons for creating and developing Web pages and sites
   c. the basic components of a typical web document
   d. the term tag
   e. the term attributes
   f. the role images play in Web page efficiency

2. Describe
   a. Web browser specific instructions
   b. copyright considerations when developing content for the Web
   c. planning and layout of a Web page or series of pages
   d. adapting or developing a Web page to appeal to a particular audience
   e. software that may be used for Web page/site development
   f. multipage sites and methods of navigation

TPO II You will successfully achieve and maintain a competent level of skill with HTML.

Enabling Objectives

You will be able to:

1. Implement the creation of Web pages/sites using the following HTML elements and concepts:
   a. the <HEAD> tag
   b. the <TITLE> tag
   c. the <BODY> tag
   d. <P> tag to define paragraph text
   e. the ALIGN attribute to change paragraph and heading alignment
   f. the
 and <NOBR> tag

g. <Hx> or heading tags to define heading levels
h. the <PRE> tag for pre-formatted text
i. insertion of special characters
j. changing the appearance of text using attributes to make text appear boldfaced, italicized, underlined, etc. with attribute tags
k. changing the size of text with attribute tags
l. changing the appearance of text
m. defining an ordered list
n. defining an unordered list
o. defining a bulleted list
p. creating nested lists
q. defining a block quote

TPO III You will become skilled in the use of Microsoft Internet Explorer X.0 and/or Netscape Navigator/Communicator X.0 to accomplish various Internet tasks.

Enabling Objectives

You will be able to:

1. Launch Internet Explorer/Navigator
2. Launch/browse an HTML document from the Web, the network or a local storage device
3. Navigate a Website proficiently
4. Perform research over the Internet necessary to completion of assigned projects
5. Refine Web searches to find needed information quickly and efficiently.

MODULE TWO

TPO IV Given (1) an objective test on increasingly complex Web concepts, design techniques and terminology; and (2) given various hands-on projects to solve a variety of content design problems; you will earn a passing grade based on the following enabling objectives.

Enabling Objectives

You will be able to:

1. Describe and implement the following techniques:
   a. change existing graphics from 24 or 16-bit mode to an indexed mode of 256 colors
   b. make colors of an existing graphic Web safe.

c. recognize and utilize Web-safe colors whenever possible
d. recognize various graphics types such as JPEG, GIF, PNG, PSD, and TIFF
e. understand the limitations of unprocessed graphics and the limitations of making them Web ready
f. create a web button and navigation graphics for a Web page/site
g. assign a hyperlink or "hotspot" to a button or navigation graphic
h. operate a 'paint' program such as Adobe Photoshop or Paint Shop Pro to create and manipulate Web graphics

2. Implement the Web pages/sites using the following HTML elements and concepts:
   a. the <TABLE> tag and associated sub-tags
   b. nested tables for control over layout
   c. the <DIV> and <LAYER> considering browser capabilities
   d. the anchor tags and links
   e. frames – pro's and con's
   f. image maps

TPO V You will become skilled in the use of FrontPage and/or Dreamweaver to accomplish page layout and design; and to develop production techniques for creating multiple page sites.

Enabling Objectives

You will be able to:

1. Quickly and easily layout individual Web pages
2. Create a multipaged site layouts quickly and easily
3. Implement site templates
4. Implement CSS (Cascading Style Sheets)
5. Debug and modify HTML code generated by the application
6. Incorporate practical and functional Java applets or scripts into the design
7. Create simple Web forms for data collection by:
   a. becoming familiar with and using form elements
   b. becoming familiar with service-side includes that facilitate data collection

I Evaluation Criteria

Tests

There will be a total of two tests given during the semester.

If it is necessary to miss a scheduled exam, it is the student's responsibility to contact the instructor to arrange a time to reschedule. Make-up exams may not be the same exam given at the regularly scheduled exam date. All late tests will have 10 points subtracted from the score.

Grading Policy

Each student's final grade will be determined by the following:

Objective Examinations	50%
Projects	40%
Participation and Attendance	10%

Grading Scale

A = 92 – 100
B = 83 – 91
C = 75 – 82
D = 70 – 74
F = 69 or below

II References

In addition to required textbooks and diskette, students will need to use electronic resources, such as the Internet and multimedia provided, in order to understand the terms and concepts outlined in the terminal performance objectives.

III Conduct

It is the individual responsibility of each student to attend scheduled lab sessions to promote and enhance skill levels. Lab projects and assignments must be completed and checked off by the instructor or designated lab assistant on or before their due date. This also holds true with tests.

Late lab work will be penalized 10 points per day for each calendar day (not class day) late. Late tests will have 10 points subtracted from the final score.

Cell phones are to be turned off during class time. The use of cell phones in the classroom or lab is **STRICTLY PROHIBITED**. If a cell phone rings during the class period, the student will be asked to leave the class for the remainder of the particular class period. The second offense will result in a reduction of the final grade by 5%. If you do need to have your cell phone on during this class period, make prior arrangements with the instructor. If permission is granted, take the conversation outside of the classroom.

IV Course Format

Primary emphasis will be placed on participation in laboratory sessions where students will be presented with real world projects and assignments to discover knowledge and build necessary skills.

V Makeup Policy

If a student should have to miss a regularly scheduled exam, it will be the responsibility of the student to arrange for a makeup. The makeup exam may not be the same test given on the regularly scheduled date. Late tests will have 10 points subtracted from the final score.

Lab projects and exercises which are turned in past the scheduled due date will lose 10 points per day for each late day.

VI Other Comments

Dishonesty will not be tolerated. A final course grade of **F** will be given to any student caught cheating. Read the Academic Honesty statement at: http://www.jscc.cc.tn.us/cis/acad_hon.htm

Jackson State adheres to ADA regulations.

Absolutely, no children allowed in classrooms or labs.