



Course Information

Course	GDN 103 • Web Design
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Fall 2024 Syllabus

INSTRUCTOR: Professor Luis Poza

EMAIL: poza@japan.lakeland.edu

CLASS TIMES: W/F, 1:00 ~ 2:30

CLASS LOCATION: Room 510 (Media Center)

OFFICE HOURS: Tu/Th, 16:30 ~ 17:30; W/F, 15:00 ~ 16:00; Also by Appointment

OFFICE HOURS LOCATION: 6F Room 613, or Online.

COURSE WEB SITE: <http://lujweb.com>

TEXTBOOK: Poza, Luis. *Web Design, Third New ed.* 2024. (*distributed free in class*)

DESCRIPTION: This course introduces students to the concepts, tools, and process of efficient and effective web page design and implementation. Students will be required to learn how to use HTML and CSS, and to understand some basics of PHP and JavaScript. Practical work includes designing, building, debugging, and deploying a working web site.

OBJECTIVES: By the end of the course, students will be able to:

- Understand the basic workings of the Internet and the World Wide Web;
- Understand the concepts of web site design and how web pages should function;
- Understand what draws people to web sites, what engages them, and why they return;
- Learn the fundamentals of HTML and CSS, and how they can be used to serve good web design;
- Understand the structure of a web site and why color, fonts, and layouts are important;
- Understand the basics of client- and server side scripting with beginning introduction of Javascript and PHP;
- Be able to plan, develop, and launch a working web site.

COURSE CONTENT: The Internet is a breakthrough in communications. Before it existed, anyone wishing to communicate beyond the reach of their own voice had to first satisfy the gatekeepers—editors and publishers—who were most likely to refuse the request to publish, or demand the lion's share of income generated by the communication. With the advent of the Internet, almost anyone can now deliver any message they wish to a worldwide audience with only a small investment—or no money spent at all.

Although there are a variety of ways to deliver a message in this new medium, web pages remain the fundamental method of doing so. In light of this, knowledge of how to design, build, and maintain web sites which will keep visitors coming is a valuable skill for people in virtually any discipline, but in particular for those with interests business, marketing, political science, and communications.

REQUIRED MATERIALS: Students must download and install and/or have access to Firefox, Chrome, Safari, and Opera browsers on both major OS platforms, and Microsoft Edge. Students must work using Komodo Edit (free software), and have access to a graphics editing application. It is best if these are installed on your personal computer. **If you are online, you must use a personal computer for this class;** a tablet or phone *will not work!*

When in the classroom, **please use the class computers** for both in-class exercises and for quizzes and tests. I can monitor these computers to assist you when there is difficulty.

TESTING: Regular chapter tests and quizzes will be administered, in addition to pop quizzes, if lack of student preparation so requires.

ATTENDANCE: You are expected to attend every session. You are allowed only three (3) absences due to illness without penalty. The 4th absence will mean your grade will go down one full letter (i.e., an "A" will become a "B", a "BC" will become a "CD"); the 5th absence will mean your grade will go down TWO full letters (i.e., an "A" will become a "C"). On the 6th absence, you will automatically FAIL the class.

You are also expected to arrive on time. If you enter the class more than 3 minutes after class start, I will mark you as "Late." If you are late three times, I will count that as a full absence.

Regardless of the reason for your absence, if you miss a class, it is your responsibility to catch up on material. **Absence is no excuse for missed assignments.**

PREPARATION: Students will be expected to have read and viewed the appropriate materials and finished all assignments BEFORE each class. Do NOT expect to be able to walk in unprepared and learn everything from the lecture; you must also PARTICIPATE and ASK QUESTIONS during the lecture.

EVALUATION (GRADING) CRITERIA: Grades will be based on examinations on reading and lectures, laboratory work, class participation and attendance.

GRADING: Final grades will be assigned according to the scale:

A:	92.5% - 100%	C:	72.5%- 77.4%
AB:	87.5% - 92.4%	CD:	67.5% - 72.4%
B:	82.5% - 87.4%	D:	60% - 67.4%
BC:	77.5% - 82.4%	F:	below 60%

GRADE WEIGHTING: The following will be worth these percentages of your final grade:

- Projects Steps: 60%
 1. Basic Structure, Levels 1 & 2 – Midterm (20%);
 2. Fully Completed Site – Final (40%).
- Practice assignments and quizzes: 10%
- Unit Tests: 15%
- Midterm Exam: 15%

LAKELAND UNIVERSITY FINAL EXAM POLICY: It is University policy that all courses must meet during final exam week and at their scheduled period. Instructors may use the final exam period for giving final exams, discussing final papers, or conducting other instructional activities.

INSTITUTIONAL POLICIES

Lakeland University expects academic honesty from all of its students. Cheating, plagiarism, or other kinds of academic dishonesty are considered violations of established university expectations and may result in penalties ranging from failure of an assignment to dismissal from the university, depending on the severity of the offense.

All cases of plagiarism will be reported to the Dean and the Vice President of Academic Affairs in Writing and a copy of the report will be placed in your school file. You will have an opportunity to petition any charges of plagiarism.

PLAGIARISM STATEMENT

As with any other course, students may not copy any ideas, expressions, or information from a third party, especially without direct attribution of the source. While I will allow you to use borrowed text and images with proper citation, **the markup language (computer code) you write for this course must be 100% original.**

It is not acceptable for a student in this course to copy and paste lines of code any more than it is to copy and paste lines of text in an academic essay. A passing grade in this class signifies that a student has learned how to author original markup language; using another person's work would be an act of fraud to obtain that grade.

Just as in writing, it is acceptable to use individual terms you have picked up from elsewhere. For example, if you are not sure which attribute to use with the "display" property in CSS, you may visit a site which explains this, learn the proper use of values with this property, and then use that knowledge without attribution. However, **you may not copy and paste a block of CSS from the site and simply use it in your own.**

The same rules apply to any assistance one receives from others. Every assignment submitted for credit is assumed to be the work of the individual student. Therefore, another person may not compose *any* part of your submitted work. A student may discuss specific details with another person and may also correct his or her own code with the aid of reference tools. The student may *not* give work for this class to another person for correction or revision.

Lakeland University expects academic honesty from all its students. We assume all work turned in by a student is the student's own work. Cheating, plagiarism, or other kinds of academic dishonesty are violations of established university expectations and may result in penalties ranging from failure of an assignment to dismissal from the university, depending upon the severity of the offense.

Plagiarism includes but is not limited to a.) the intentional or unintentional use of another person's work without acknowledging that source through formal citation; b.) the use of materials prepared by another person or agency engaged in the selling of essays or other academic materials; and c.) the unauthorized assistance of Artificial Intelligence (A.I.) or Multilingual and Natural Language Processing (NPL) software.

What is plagiarism? The following excerpt from *The Craft of Research* describes some of the general conditions under which plagiarism can occur:

You plagiarize when, intentionally or not, you use someone else's words or ideas but fail to credit that person. You plagiarize even when you do credit the author but use his exact words without so indicating with quotation marks or block indentation. You also plagiarize when you use words so close to those in your source, that if you placed your work next to the source, you would see that you could not have written what you did without the source... (Booth et al., 1995, p. 167)

Be sure to keep track of the sources you consult in completing your assignments and formally reference any ideas or quotations from them using an approved citation style. Keep in mind as well that you plagiarize when you use materials prepared by another person or agency engaged in the selling of essays or other academic materials or inappropriately use Artificial Intelligence (A.I.) or Multilingual and Natural Language Processing (NPL) software.

It is the student's responsibility to understand and avoid plagiarism and cheating; students also are responsible for understanding their instructor's policy on self-plagiarism, the "recycling" of one's previous work.

Instructors have different stances on whether you can repurpose or "recycle" your previous writing and work for new assignments. In some cases, the practice may be encouraged as a way to develop your thinking and level of analysis on a subject. In other cases, the behavior may be viewed as a form of academic misconduct called "self-plagiarism." In the course you may not repurpose your previous work in any form without my express permission.

The work you produce for this course must be your own. Any evidence of plagiarism will result at least in the failure of the offending assignment. Other penalties include failure of the course and suspension from the university.

Students who believe they have been unfairly accused or penalized may submit a written appeal, stating the specific details of their situation to the Dean of Lakeland University – Japan (LUJ). Where appropriate, the Dean may take such appeals to an Academic Appeals Committee for a formal hearing and decision. In matters of plagiarism and cheating, the decision of the LUJ Dean and Academic Appeals Committee is final.

Penalties: It is up to the teacher's judgment to decide if plagiarism in a student's work is actionable; if there is clear evidence of plagiarism, then the consequences are clearly laid out. The minimum penalty for plagiarism is an "F" grade for the assignment, with no opportunity to make up the assignment. Any clear act of plagiarism is also reported to the university administration; you will receive a warning letter, which (a) will remain on your official school record, and (b) will count towards possible suspension if other warnings are issued. A second act of plagiarism in the same class will cause instant failure for the entire class.

Plagiarism and academic theft are the same thing. To take the words or ideas of any other source, or not giving proper credit to that source constitutes plagiarism. This includes using information or paraphrasing. Citations are required from the first draft. Penalties for plagiarism vary according to the degree of severity, but they include failure of the course and possible dismissal from the university. If you have any questions about this subject, speak with your instructor. All cases of plagiarism will be reported to the Dean in writing and a copy of the report will be placed in your school file. You will have an opportunity to petition any charges of plagiarism. Please respect and give intellectual credit where it is due.

PROGRAM ASSESSMENT

Data may be collected from time to time in this course to assist the course instructor and/or Lakeland University in assessing student learning outcomes. For questions about academic assessment initiatives at Lakeland, please contact the Vice President of Academic Affairs, Dr. Joshua Kutney, (KutneyJP@lakeland.edu), or see the Lakeland University catalog and website.

Expectations for being on campus

Students are expected to attend classes IN-PERSON unless you have recently tested positive for either COVID-19 or the flu. Please note that not all courses will offer remote attendance as options. You will need to contact your instructors directly to determine what online attendance may be available for your classes.

COUNSELING

LUJ employs a professional counselor, who is available online once per week to assist students experiencing stress, emotional problems, family issues, school-related pressure and other stress-related issues. She is also available at other times in case of emergency.

Please contact Student Affairs (studentaffairs@japan.lakeland.edu) to make an appointment with the counselor, or contact her directly if you have had previous meetings. Students should try to make an appointment in advance as the counselor's time is limited. There is no stigma to visiting the counselor to seek help, and she maintains strict confidentiality on what she is told.

DISABILITY ACCOMMODATION

If you have a need for disability-related accommodations or services, please contact disabilityaccommodation@japan.lakeland.edu to request the application form. Lakeland University will provide reasonable and effective accommodations and services to students when such requests are made in a timely manner and are accompanied by appropriate documentation in accordance with federal, state, and University guidelines.

LEARNING CENTER:

LUJ Learning Center provides both in-person (when classes are in-person) and online tutoring for most classes offered at LUJ.

To make an appointment for in-person OR online tutoring follow the instructions below. You may also "drop-in" and get in-person tutoring if a tutor is available. The Learning Center is in Room 509 in the LUJ Library.

To make an appointment for tutoring:

1. Go to LUJ's Homepage at <https://luj.lakeland.edu/>
2. Under the Current Students and Faculty tab (far right) choose "Learning Center"
3. Scroll down and click on the Tutoring Schedule or the "Access Online Tutoring Schedule" button.
4. Select a tutor based on the day, time, and subjects available. The subject codes are explained along the top of the schedule. Also, make note of whether the available tutoring session is online or in-person.
5. Click on the link for your preferred tutor.
6. Choose the day and time of your appointment.
7. Enter your name and email address and click "schedule event"
8. Click "confirm"
9. A notice will be sent to your email. Click on the Zoom link at the time of your appointment, OR if your appointment is for in-person tutoring, go to the Learning Center in Room 509 in the LUJ Library. Your tutor will be waiting for you.

Contact Charles Laurier claurier@japan.lakeland.edu for assistance.

CHANGES TO SYLLABUS: The course syllabus will change as may be required, should the class fall behind in its schedule.

CODE OF CONDUCT: Students in all classes at Lakeland are expected to behave as adults and follow the basic rules of conduct in academic courses. They include the following rules:

All students must:

- If you need to eat or go to the bathroom, do so before class begins. Emergency bathroom breaks are allowed in mid-class, but you must come back immediately. *If you miss a test or in-class process, I will not stop the class, restart the event, or make any other changes just for you.* Smoking, snacking, or eating breaks are *not* allowed.
- Check your Lakeland email account *at minimum* once a day. This is *not* optional. All Lakeland students are expected to do this.
- Be in your seat and ready to begin class when the official class time begins. Working on or printing out assignments does not justify lateness.
- Repeated lateness due to train delays will *not* be accepted as an excuse. If your train is sometimes late, do what I do: come to school at least an hour early. This gives you time to prepare for class, and to be on time if there is a train delay.
- When taking a test, it is a school rule that you must remain in the classroom until all students are finished, or the class time comes to an end.
- When you contact the teacher by email, include your name and class section in the email Subject line. Be sure that the message is as detailed as possible.

Students must **not**:

- Eat in class. Snacks and meals are prohibited in the Media Center. (A drink, with a lid, is acceptable.)
- Use electronic devices without permission. By the time the class begins, you must put away devices and headphones, and turn off cell phones and set them to silent mode. Texting is not allowed in class for any reason.
- Sleep. (Sleeping students will be considered absent.)
- Leave the classroom for any reason during tests or other graded assignments.

COURSE SCHEDULE: The following schedule is **tentative**, and it will likely change according to the performance and needs of the class.

Week 1	Topics:	Course syllabus; introduction to software; setting up and using software. Beginning HTML, concepts, and rules.
Week 2	Topics:	Basics of HTML code and formatting. Tags, attributes, and basic web site design information.
Week 3	Topics:	Building a basic web page using HTML; semantic code, structural elements, headings, lists, links, and other web concepts.
Week 4	Topics:	Finding, editing, coding, and citing images. Intro to CSS; declarations; use of color and fonts. Inline, Embedded, CSS stylesheets.
Week 5	Topics:	Class, Id, Descendant selectors. Advanced Stylesheet methods; Google Fonts, @font-face.
Week 6	Topics:	Midterm Exam (Friday, October 11); Creating menu buttons; pseudo-classes & pseudo-elements. The Box Model.
Week 7	Topics:	The Box Model, continued; Floats & Clears.
Week 8	Topics:	Use of columns in layouts. Use of floats & positioning.
Week 9	Topics:	Drop-down menus. Programming (PHP and JavaScript). <i>(Withdrawal Deadline: Friday, November 1)</i>
Week 10	Topics:	Domain names, web hosting; Image citations. Tables and use of tables; Pseudo-classes; special styling.
Week 11	Topics:	Forms; server-side processing; Scripting. Image galleries.
Week 12	Topics:	Image Galleries, Animations; Work on Project.
Week 13	Topics:	Work on Project.
Week 14		FINAL EXAM WEEK <i>(We will have a class meeting on Wednesday, but it will be for project completion, not a final exam.)</i>