LAKELAND UNIVERSITY

Course Information

Course	GDN 103 ● Web Design

Fall 2022 Syllabus

INSTRUCTOR: Professor Luis Poza

EMAIL: poza@japan.lakeland.edu

CLASS TIMES: T/TH, 3:15 ~4:45

CLASS LOCATION: Room 510 (Media Center)

OFFICE HOURS: Tu~Fr, 5:00 ~ 5:30 p.m.; Also by Zoom appointment

OFFICE HOURS LOCATION: 6F Room 623, or Online via Zoom.

COURSE WEB SITE: http://lujweb.com

TEXTBOOK: Poza, Luis. *Web Design, New First ed*. 2022. *(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.

ON-CAMPUS PROTOCOLS:

1. Remember to record your temperature every day
2. Please keep an eye on the daily news, your local community and the Sumida-ku ward home pages for COVID-19 related updates.
3. Please follow the Japanese Government's guidelines for "New Lifestyle." The "New Lifestyle" guidelines can be found online at https://corona.go.jp/prevention/pdf/en.newlifestyle.pdf.
4. Upon entering the campus, please use the available hand sanitizer
5. Keep your face mask on at all times. You may remove it if you are feeling ill, but please announce this to the teacher. You may also remove the mask when you are eating or drinking, but replace it as soon as you are finished. Wear your mask properly, use proper coughing manners and wash your hands. (Refer to the Japanese Government website below.) https://corona.go.jp/prevention/pdf/en.kansen.pdf
6. Distance yourself as much as possible from others.
7. Wash your hands again after eating and before returning to your classroom.
8. Upon finishing the classes, you should thoroughly disinfect your area (including any tables, desks, chairs, or other possibly exposed areas).

** All classrooms are equipped with the necessary disinfecting / cleaning supplies; you will be shown where they are. This fits within the guidelines and recommendations of the Health Office and ensures such areas are thoroughly disinfected. ** - *Please keep checking the Blog to see the latest information.* -

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 have the choice of attending in person or online for each lesson, but you must do one of the two. You are allowed only <u>three</u> (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.

Sleeping in class is not permitted. If you fall asleep in class, it will be counted as an absence.

You are also expected to arrive on time. If you join more than 3 minutes after class start, I will mark you as "Late." If you are late 3 times, I will count that as a full absence. No matter the reason for your absence, if you miss a class, it is your job to catch up on material. **Absence is no excuse for missed assignments.** If technical difficulties are making it difficult for you to attend class on time, contact your professor and Student Affairs right away.

Under COVID Conditions: Classes will be held in person at the Ryogoku campus. Some students may continue to take the class online for the entire semester. These students are pre-determined for a variety of reasons. The rest of you are expected to attend classes in person. If you are ill, and only if you are ill, you may join the class online. You should NOT take the online option simply because it is convenient to do so on certain days. Only students feeling ill and specific pre-determined students should participate online.

In this class, I expect that you will never use this policy as an excuse to attend online when you are not actually ill. If you are tired, have a headache, or just don't feel like attending the class, you may **not** use this policy to attend online.

Any time an in-class student must attend online due to illness, **you must contact me before 8:00 p.m.** the previous day, or else I will not be able to prepare the lesson materials for students attending online. If you fail to contact me early, I may count you as absent even if you attend the class.

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: 60%
  - There are two projects:
    1. a simple multi-page web site (20%);
    2. a fully-functional multi-page site intended for real-world use (40%).
- Practice assignments and quizzes: 10%
- Unit Tests: 20%
- Midterm Exam: 10%

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 <u>not</u> 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.

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.

You may not plagiarize your own work. When you create a project, it must be completely new, starting with a blank page and no code. *You may not copy the previous assignment and change it for a new assignment.*

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.

DISABILITY ACCOMMODATIONS: 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.

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.

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:

<u>All students must:</u>

- Check your Lakeland email account *at minimum* once a day. This is *not* optional. All Lakeland students are expected to do this.
- Come to class with required text(s), notes, and completed assignments.
- 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.
- If you need to eat or go to the bathroom, do so before class begins (also not an excuse for lateness). Emergency bathroom breaks are allowed in mid-class, but you must come back immediately. Smoking, snacking, or eating breaks are *not* allowed.
- 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.
- Keep the class syllabus with your class material that you bring to class every day and refer to it when necessary. *You are required to read your syllabus and know all of its contents.* If you ask the teacher a question which has the answer in the syllabus, your teacher will tell you to check the syllabus.
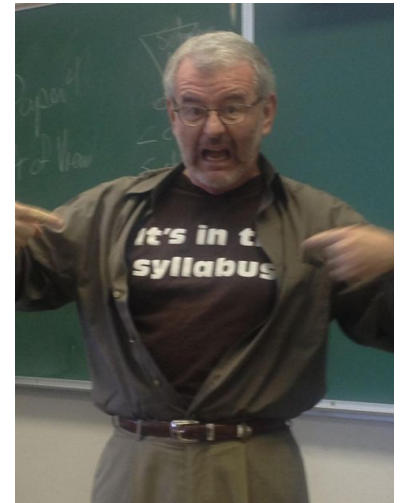
<u>Students must **not**:</u>

- 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 are considered absent.)
- Leave the classroom during tests or other graded assignments.
- Use vulgar or inappropriate language, including off-topic comments.

<u>If you are taking the class online:</u>

- Please ensure that you enter the online classes on time. Late appearances will mean that you miss important information.
- Please make sure the camera and microphone on your computer or smartphone are working. If your camera is not working or your data is limited, please just use your microphone. Using just your smartphone is not recommended.
- Please ensure that you are in a quiet location for classes and turn your microphone off when you do not intend to speak. Background noise can be very distracting and may stop others from hearing the instructor or another speaker.
- Do not record or upload videos of the class to any social media, file-sharing, or online video platform.

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 software. Page Layout, wireframes; images, image basics & rules. What makes a good web site. Beginning HTML & rules.
Week 2	Topics:	More HTML Basics & Concepts, block & inline, links.
Week 3	Topics:	Finding, editing, coding, and citing images. Intro to CSS; declarations; use of color and fonts. Inline, Embedded, CSS stylesheets.
Week 4	Topics:	Class, Id, Descendants; Intro to Box Model; The Basic Nav Bar. Project #1.
Week 5	Topics:	Advanced Stylesheet methods; Google Fonts.
Week 6	Topics:	**Midterm Exam (Thursday, Oct. 6)**. More about the Box Model; Normal Flow. Use of columns in layouts.
Week 7	Topics:	Review, practice. Use of floats & positioning.
Week 8	Topics:	Drop-down menus; Programming (PHP and JavaScript).
Week 9	Topics:	Domain names, web hosting; Image citations. (*Withdrawal Deadline: Friday, October 28*)
Week 10	Topics:	Tables and use of tables; Pseudo-classes; special styling; Projects. (*National Holiday Thursday*)
Week 11	Topics:	Forms; server-side processing; Scripting. Image galleries.
Week 12	Topics:	Image Galleries, Project #2; Animations.
Week 13	Topics:	Review, Project work.
Week 14	Topics:	FINAL EXAM WEEK (*We will have a class meeting on Tuesday, but it will be for project completion, not a final exam.*)