



Course: CISP 314 – WEB DESIGN

Semester: SPRING 2009

Instructor: NICOLE RYAN

Campus/Location: SAGINAW

Room Number: LINC

Meeting Days and Times: As arranged

Course Start Date: 5/14/2009

Final Assessment Date: To be determined

Instructor Contact Information:

Office Location: Saginaw Campus, Faculty Offices

Office Hours: As arranged.

Phone: (989) 513-7886

E-Mail: nicole.ryan@davenport.edu

Weblog: <http://cisp314.blogspot.com/>

Instructor Information:



Yes, this is my own cheesy self-portrait, but I had to include it because I hate photos of myself even more. More importantly, I enjoy working with graphics and had fun creating the picture.

In addition to toying with graphics, I finished my Master of Arts at Saginaw Valley State University in Communication and Multimedia in August of 2004. Before that, I completed a Bachelor of Applied Arts with a double major in Interpersonal and Public Communication and German from Central Michigan University in May of 1997. In 1990, I spent one semester in Germany, studying overseas. This was the greatest opportunity. If you get the chance to travel during your studies, I highly recommend it.

I have taught variety of computer related courses at Saginaw Valley State University and Davenport University, including Computer Foundations, Web Design, Server Side Scripting I, Intro to UNIX Using Linux, Microcomputer Applications, Introduction to Computers/ Programming, C/C++ Programming, and Using the Internet. Outside of class, I also work as the Internal Communications Manager, Training Center IT Manager and Web Developer/Consultant at the Education and Training Connection in Midland, Michigan. My interests/ hobbies include music, reading, walking and spending time with my four great kids, Cherie (16), Brittany (14), Bryce (14, Brittany's twin brother) and Max (7).



SCHOOL OF TECHNOLOGY

CISP 314 Web Design

Credit Hours: 4

Contact Hours: 60

Prerequisite(s): CISP220

Co-requisite(s):

Course Description

This course is an introduction to web design. Students will learn the main web site production processes with particular emphasis on design elements involving layout, navigation and interactivity. Hands-on web design exercises will be taught using Macromedia Flash and Dreamweaver.

Learning Outcomes

Upon successful completion of this course the student will be able to:

1. Design and create web graphics.
2. Describe website architecture, workflow, and production processes.
3. Describe principles of graphic and content creation for online media.
4. Demonstrate fundamental online graphic design principles, including appropriate interactivity, content-sensitive navigation schemes, and user interface criteria.
5. Select task-appropriate software tools.
6. Describe distinctive attributes of the Web as a unique medium.
7. Demonstrate web animation techniques.
8. Explain website accessibility.
9. Describe website implementation and hosting.

Required Textbooks and Additional Materials

1-4354-3281-9

Web Collection Revealed Standard Edition -Package

Bishop, Sherry

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Thomson Learning

All School of Technology courses require a USB drive of 256MB or greater.

DU Excellence System

The Davenport University Excellence System consists of nine learning outcomes that demonstrate professional competencies necessary for graduates to engage in life-long learning and succeed in their chosen profession. These learning outcomes are reinforced throughout the curriculum of each academic program and are assessed at the course and program levels, where appropriate. The Excellence System covers:

- Global and Intercultural Competence
- Civic and Social Responsibility
- Ethical Reasoning and Action
- Critical and Creative Thinking
- Analysis and Problem Solving
- Leadership and Teamwork
- Information and Technology Proficiency
- Written Communication
- Professional Communication

University Academic Integrity Statement

Davenport University recognizes the principles of honesty and truth as fundamental to ethical business dealings and to a community of instructors and students. The University expects students to respect these principles. As a point of academic integrity, students are required to submit original material of their own creation. Plagiarism of any material and cheating are serious offenses and can result in failure of the course or dismissal from the university.

Plagiarism refers to the use of someone else's ideas or words without correct documentation. It is the student's responsibility to ask the faculty member to clarify any questions on correct use of documentation for the work submitted in the course.

Cheating refers to the use of someone else's knowledge or sharing coursework in a way that is unauthorized by the faculty member. The faculty member may authorize the use of reference books for a paper, for example, but require that a test be done without such help. Should a student be penalized and wish to contest the allegation, the academic integrity grievance procedure will be followed as outlined on page 86 of the University catalog.

The University utilizes Turnitin.com plagiarism detection software. All papers will be submitted to Turnitin.com where they will be compared against the entire Internet and against a database of previously submitted student papers.

ADA Statement

Students with disabilities may request accommodations as provided within federal law. In order for the University to adequately review each case, requests should be made to the Disability Services Coordinator prior to the start of the semester. Requests made after the start of the semester should be completed as early in the semester as possible to prevent delays in accommodation. Students may contact their advisor or go to the Davenport University website for the name of the Disability Services Coordinator for the location where they attend. This must be done each and every semester in which the student is seeking accommodation.

Student Responsibilities

Students are bound by all policies of Davenport University and should familiarize themselves with these through reading the catalog and student handbook.

All students must complete the final assessment for the course, such as the final exam, project, or presentation. **Students who do not complete the final assessment will receive a grade of F.**

Students are expected to be adequately prepared for each class session. It is reasonable to expect *at least* two hours of outside study for every hour spent in the classroom.

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Therefore, free discussion, inquiry, and expression are encouraged. Behavior that interferes with the instructor's ability to conduct the class or the ability of students to benefit from that instruction is not acceptable.

Alternative Delivery Statement

Alternative delivery formats require considerably more student time outside of class and maintain the same level of assignments and academic rigor as the traditional classroom format.

Scheduled Class Meeting Times

The state dictates minimal contact hour requirements that are rigidly upheld by the University. Some of that instructional time is used for tests. The University's expectation is that classes will meet for the entire assigned time.

Standardized Grade Scale

The following grading scale is a University standard for courses in this area of study:

A	100 – 93	C+	79 – 77
A-	92 – 90	C	76 – 73
B+	89 – 87	C-	72 – 70
B	86 – 83	D+	69 – 67
B-	82 – 80	D	66 – 63
		F	62 – 0

Instructor Class Policies

Late Assignments/Making up Work and Exams

Students can and should turn in late assignments. For each week that an assignment is late, the grade is reduced by 10%.

Tests must be taken on the date they are scheduled for unless arrangements are made with me prior to the day of the exam or there are extreme circumstances.

If you have a problem completing an assignment on time, please let me know as soon as possible so we can attempt to resolve the issue.

Participation / Attendance / Tardiness - Students should understand the importance of being in school. It is the student's responsibility to find out what work was missed and any work assigned for any days absent.

Methodologies

Hands-on Activities

Peer Tutoring

Group Work

Assessment of Student Learning

Assessment measures will be based on the learning outcomes and the DUES.

Course Grade Determination

Assignments	20%
Website Project	20%
Website Branding/SEO	20%
Teamwork/Collaboration	20%
Final Exam	20%

Reservation Statement:

The instructor reserves the right to make adjustments to this syllabus as needed.