



Description from Course Catalog

This course provides a complete overview of Web development, including theories of information architecture and user interface design. Students will develop Web sites of medium complexity after learning the basics of page markup and interactive Web programming. Prerequisite: None. Offered spring.

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Office Hours: Monday, Wednesday, Friday 10:45-11:45am & by appointment

Textbook

User-Centered Website Development, D. McCracken and R. Wolfe. (2004) ISBN: 0-13-041161-2

This book is available for sale in the campus bookstore, and at numerous online outlets (amazon.com, powells.com). Students will be responsible for readings and homework exercises based on this book.

Course Goals

Your objectives for this course are to:

- Create web pages and the associated navigational structures to bind several web pages together into a cohesive web site;
- Become familiar with the tools, testing procedures, and development methodologies used for building web sites;
- Understand the foundations of World Wide Web technology, the uses and limitations of the Web as a front-end user interface, and the basic Web development life cycle model;
- Develop a vocabulary and values system for evaluating user interface issues and interaction design principles in both Web-based and non-Web-based media;
- Elicit end-user requirements and create a product which meets the need of the end-user;
- Analyze the impact of various interface and interaction design choices on the user experience;
- Support and defend your design decisions based on the principles of user-oriented interaction design, and explain these concepts in a way that an end-user can understand them.

At the end of the course, you should be able to:

- Design and implement a web site of medium complexity for a professional client
- Demonstrate the ability to make sensible choices about layout, navigation, and design
- Explain the reasons for your choices to your colleagues and your client, as well as propose and critique alternative choices

Technology

We will use a variety of technologies to achieve these course goals. Our course will be administered using Blackboard and a course web site. Students should get in the habit of checking both of these places frequently. To learn design concepts, we will use Macromedia (Adobe) Dreamweaver. To record our daily lab activities, we will use Blogger and/or Wordpress, free browser-based blogging tools.

Academic Honor Code

All student work must be in accordance with the Elon Academic Honor Code. Students are expected to be very familiar with this Honor Code, which is located here: <http://www.elon.edu/honor>. ANY AND ALL suspected Honor Code violations will be reported to the Academic Affairs Office. Please see me for any questions or discrepancies.

Daily Classroom Routine

Each day we will have a mixture of classroom discussion and an associated laboratory exercise to reinforce concepts we have just discussed. The classroom work is graded and **can not be made up**. If you are not in class that day, you are responsible for learning the content of the lab activities, but you will not be graded on the day's activity. Do not leave the classroom until I have seen and corrected your lab work.

We will also have occasional quizzes in class. Quizzes, like daily lab work, **can not be made up**.

Late Work

Assignments should be turned in on or before the scheduled time on the scheduled due date. Please submit assignments in accordance with the submission policy written in that particular assignment document. Not all assignments are submitted the same way, so read carefully.

Late assignments will be penalized at the rate of 10% of the maximum score, per day (i.e. a 100-point assignment that was due on Tuesday but received on Thursday is 2 days late and will be penalized at the rate of 20%, so the final grade will be a maximum of 80/100.) Assignments turned in more than 3 days late will not be accepted for any reason (i.e. you may turn in an assignment due on Tuesday at 3pm up until Friday at 3pm for partial credit as explained in this paragraph).

As stated before, **late in-class work (labs) will not be accepted, and in-class quizzes can not be made up**. If a quiz is given at the beginning of class, and you are late to class, you can not make up the quiz.

You may receive feedback for assignments via Blackboard, email, or in class.

Disability Policy

Students with disabilities who require accommodations should identify themselves to me as soon as possible, present paperwork from the Academic Advising Center, and express their needs to me at the first possible opportunity. I am pleased to do whatever I can to assure each student a full and rewarding experience in the course.

Changes to this Document

I reserve the right to make changes to the syllabus if needed. Such changes will be announced in class, and students will be made aware of such changes via email and / or on the course web page.

Grading Scale

Minimum Percentage	Letter Grade	Interpretation of Grade
93	A	A: signifies truly outstanding work in the course. Only a few students' work consistently rises to this level in a given class. The work is exceptional, virtually flawless.
90	A-	
87	B+	B: signifies above-average work, strong work.
83	B	
80	B-	
77	C+	C: signifies that an appropriate grasp of the subject has been demonstrated, accurate but average comprehension
73	C	
70	C-	
67	D+	D: signifies a passing performance despite notable deficiencies, below average, gaps in knowledge
63	D	
60	D-	
<60	F	F: indicates failure to master significant portions of the course

Points System

This class operates on a points system. There are 1000 points in the class. You start at 0 points, and you will earn your points by completing assignments, quizzes, and exams.

Item	Number	Points	Total Points	% of Total
Homeworks	4	100	400	40%
Midterm	1	200	200	20%
Final	1	200	200	20%
In-class work		5		%
Quizzes	5	10	50	5%
Total			1000	100%

Here is a rough schedule for the semester. We might have small changes here and there, but for the most part, these are the due dates we will be using.

Week	Tuesday	Thursday
1	2/3/2009 Human Factors test, set up blogs	2/5/2009 Bring digital camera to class Intro to Blogging
2	Feb 10, 2009	Feb 12, 2009
3	Feb 17, 2009	2/19/2009 Homework #1 due Friday 5pm
4	Feb 24, 2009	Feb 26, 2009
5	Mar 3, 2009	3/5/2009 Homework #2 due Friday 5pm
6	Mar 10, 2009	Mar 12, 2009
7	Mar 17, 2009	3/19/2009 Midterm
8	3/24 Spring Break	3/26 Spring Break
9	Mar 31, 2009	Apr 2, 2009
10	Apr 7, 2009	4/9/2009 Homework #3 due Friday 5pm
11	Apr 14, 2009	Apr 16, 2009
12	Apr 21, 2009	4/23/2009 Homework #4 due Friday 5pm
13	4/28/2009 SURF DAY	Apr 30, 2009
14	May 5, 2009	May 7, 2009
15	May 12, 2009	

Final Exam: Monday May 18, 2009, at 8am.