CIS 162 Applications for Web Development
Spring 2020 Syllabus

BRISTOL
COMMUNITY COLLEGE

Instructor: Rose Ferro
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Website: www.rferro.com
Office Hours (Additional meetings available upon request. Please don't hesitate to stop by.)
    Tuesdays 1PM – 2PM (K218 – Fall River Campus)
    Thursdays 12:30PM – 1:30PM (Online)

Course Description: This course provides students with advanced Web theory and graphics. Students will learn how to analyze the needs and desires of the client or company as related to its Web presence and translate these objectives and goals into appropriate Web architecture. Students will also explore ecommerce issues relevant to this design. Students will work with software packages for graphics and Web page creation and learn to implement the graphic and interactive needs into the Web architecture. Pre or co-requisite: CIS 122 and CIT 131, or permission of instructor. Three lecture hours per week. Instructional Support Fee applies. Competency met: Technical Literacy (8.0) 3 credits Spring

Course Information: Students will be working independently on projects designed to give them additional computer skills and practical experience in analyzing and solving problems. Where appropriate, exercises requiring additional problem-solving techniques will be assigned. This syllabus contains a suggested course outline and will be generally followed, subject to change according to the instructor's discretion and student needs.

Course Objectives: As part of this course, students will:

• Perform needs analysis for a client and translate client needs into the site architecture
• Identify copyright infringement and the importance of abiding by copyright laws
• Work with software packages and tools to implement graphic and photo enhancements as well web development
• Identify and implement an attractive design that is appropriate for the site's audience
• Identify usability concerns and implement solutions
• Implement optimization techniques to maximize search engine placement

Teaching Methodology: This course will be taught primarily online, however will incorporate a combination of online notes, class discussion (via a discussion board and/or blog), and hands-on assignments with additional supplemental material available on the course website. To help students prepare for the real world, they will be required to engage in independent learning and troubleshooting by seeking out solutions on their own. Students are responsible for completing their homework either on their personal computers or by utilizing the computers available on campus. Most, if not all, of the software packages that are covered in this course are available in K104 as well as in some other labs. Students should be mindful of the lab schedule and ensure that they are able to utilize their time accordingly to complete all assignments.

Attendance Policy: Given that this course will be taught online, student will be expected to use alternative methods as a means of meeting the attendance guidelines. Students must communicate with the instructor at least once a week. Communication includes email, online discussions/post, as well as online/virtual (or in person) office hours/help sessions. Students who do not communicate with the instructor for more than two weeks may be withdrawn from the class.

Basis for student grading and criteria for evaluation: The student will be required to complete a variety of independent assignments, as well as a series of computer projects during the course of the semester. The student will be required to submit all assignments on time. Late assignments may be accepted, but will be dropped one letter grade if more than one week late. Students will have up to an additional week beyond the due date to redo any homework assignment for a better grade (this does not include the either the final project / website or the final exam).

Evaluation: Assignments and programs are graded using either number grades or letter grades based on the following (A=90-100), B=(80-89), C=(70-79), D=(60-69), F=below 60). The students' grade for the course will use the same scale and will be based on the percentages explained in the grading section. Plus and minus grades will be given based on the college requirements stated within the academic catalog.

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

- Final Exam: 10%
- Final Project: 25%
- Homework, quizzes, tests: 65%

Final Project

• The final project is a (cumulative) website that students work on throughout the semester, adding components as new technologies are learned.
• The project will be a complete design of a web site and is due the last week of classes.

Homework

• There will be *at least* one assignment per week.
• Homework is due by midnight on the date specified unless otherwise indicated.

Submitting Assignments: All completed assignments should be sent via email to either Rose.Ferro@Bristolcc.edu. All submitted assignments must be clearly labeled and should include the following information in both the filename and the email subject: Student's Full Name, Course Reference (i.e. CIS 162), and Assignment Reference (brief Description). Anyone requesting help or has a question to ask, you must include the keyword "Question" or "Help" in your email subject.

Course Material: This course does not have a required course book. Therefore, required readings, tutorials, etc. will be incorporated into weekly lessons. Some weeks may require additional, individual research to help add variety to the sources of information as well as provide additional opportunities to learn related skills.

It is highly recommended that students purchase a flash drive for this course as well as have access to high speed internet (i.e. DSL, cable). Students are responsible for keeping a backup of all of their files until they receive a final grade for this course. If necessary, they may be requested to submit/resubmit an assignment for proof of completion.

Course Outline: Please keep in mind that this outline s subject to change. Course Topics and assignment details will be posted each week to the course website to account for any modifications that may deviate from the initial semester plan.

Topic(s)	Reading
• Introduction to Course and Related Policies • Online Communication: Websites, Blogs, Wikis, Discussion Boards, etc. • Online Research Techniques	Supplemental material to be provided
• Review XHTML, CSS, web standards • Understanding Web Design	Supplemental material to be provided
• Needs analysis for clients • Competitive Analysis • Web Development (Intro to Software and Basic Skills)	Supplemental material to be provided
• Implementing/ Effectively Converting goals into web requirements	Supplemental material to be provided
• Review of Design Principles • Effective Design • Overview of Copyright Laws	Supplemental material to be provided
• Graphics (Intro to Software and Basic Skills) • Creating Graphics • Editing, Enhancement • Image Effects	Supplemental material to be provided
• Animation (Intro to Software and Basic Skills) • Basic animation • Building a site	Supplemental material to be provided
• Usability and User Interface	Supplemental material to be provided
• Shopping Carts	Supplemental material to be provided
• Optimization and Critique • Search Engine Optimization	Supplemental material to be provided
• Mobile Web	Supplemental material to be provided
• Social Media Integration	Supplemental material to be provided
• Client Website and Portfolio/Blog Submission	Supplemental material to be provided
• Final Exam	Supplemental material to be provided

Note: "For each hour in class, you should expect to study at least 2-3 hours outside of class. Know your limits, avoid over scheduling yourself (whether it be work or class). Set up a schedule that you know will allow you to earn good grades. And, maintain a day planner to help you stay organized." (BCC Student Handbook, pg 8, Tip #5). Although this is not a lecture course, you should take your credit hours into consideration when estimating your out of class hour study expectations.

College Policies: All college students are expected to make themselves aware of the college policies and abide by them. As of January 2010, the following policies have been put into effect. Students should check the Bristol website at www.Bristolcc.edu to learn more. In addition, students are expected to act civilly and respectfully in all aspects of their communication whether it be to the instructor, other students, clients, etc. Students that are deemed to be in breach of any policy will be held accountable and may be brought to the attention of the Division Dean and/or College Administration.

- Academic Integrity Policy
- Academic Negligence Policy
- Academic Dishonesty Policy
- Developmental Courses Policy

Disability Accommodations: If you are a student who would normally seek accommodations in a traditional, face to face classroom, please speak to me and the Office of Disability Services as soon as possible. You may contact the Office of Disability Services to arrange for appropriate accommodations by calling 508-678-2811--Fall River, ext. 2955; Attleboro, ext. 2996; New Bedford, ext. 4011) or by stopping by L109. You may also contact the Office of Disability Services online at http://www.bristolcc.edu/students/disabilityservices/