ICS 107 — Website Development  
3.000 Credits          CRN 62037  
MTWRF, asynchronous          Online > Laulima  

INSTRUCTOR: Jon Marquardt  
OFFICE: Online > Laulima > Private Messages  
OFFICE HOURS: 24/7, asynchronous  
TELEPHONE: (408) 313-0809, Silicon Valley, CA (PDT = 3 hours ahead)  
EFFECTIVE DATE: Summer 2011  
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WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

This course presents concepts for creating web sites from design through publishing. Hands-on activities will include working with graphics and other multimedia elements, and developing professional web sites. Web pages will be designed for marketing, providing news, showing information, and sharing opinions. A variety of Internet resources will be demonstrated and subsequently explored by students. Design, usability, accessibility, web markup language, and integrating other elements will be emphasized. (3 hrs. lect.)  
Recommended Preparation: Basic computing skills.

IMPORTANT DATES

05/23/2011  Last day to register  
05/24/2011  Last day to receive 100% tuition refund  
05/30/2011  Last day to receive 50% tuition refund  
05/30/2011  Last day to drop (No "W" on transcript)  
06/15/2011  Last day to withdraw from class ("W" on transcript)

Activities Required at Scheduled Times Other Than Class Times

A significant quantity of computer work throughout the semester will need to be completed outside our twenty-nine (29) class sessions. To complete this work, each student must either:

A. Utilize our on-campus computer labs during their posted hours of operation.  
B. Access an off-campus computer with internet connectivity

Regardless of which option above is preferable, each student is always responsible for completing her or his work prior to each deadline, so plan sufficient time to resolve contingencies in addition to completing your assignments.
STUDENT LEARNING OUTCOMES

Our Student Learning Outcomes for this course are:

1. Demonstrate the Web development cycle of defining, planning, building, testing, publishing, and maintenance.
2. Recognize the differences between browsers, monitor size and resolutions, and other aspects which affect web site design.
3. Evaluate and utilize Web development software tools.
4. Create an effective Web site incorporating usability and ADA accessibility standards and utilizing appropriate multimedia elements.
5. Describe ethical issues involved in the development and use of websites.

This course counts toward the ICS Certificate of Competence in **Web Support**

*For more details, see page 45 of WinCC Course Catalog 2009 – 2011*

COURSE TASKS

Students will be individually assessed on demonstrated comprehension and personal skill in each of those five (5) Student Learning Outcomes listed above. The three (3) assessment formats are [1] Assignments, [2] Online Quizzes and [3] Certification Exams.

GRADING

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<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>10 points</td>
<td>67</td>
<td>670 points</td>
</tr>
<tr>
<td>Online Quizzes</td>
<td>100 points</td>
<td>2</td>
<td>200 points</td>
</tr>
<tr>
<td>Certification Exams</td>
<td>700 points</td>
<td>2</td>
<td>1,400 points</td>
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<tr>
<td><strong>Course Total</strong></td>
<td></td>
<td></td>
<td><strong>2,270 points</strong></td>
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(subject to change with in-class notice)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Conversion to WinCC Letter Grades</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2,043 – 2,270 points = A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,816 – 2,042 points = B</td>
<td></td>
</tr>
<tr>
<td><strong>Conversion to WinCC Letter Grades</strong></td>
<td>1,589 – 1,815 points = C</td>
<td></td>
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<td></td>
<td>1,362 – 1,588 points = D</td>
<td></td>
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<td></td>
<td>0 – 1,361 points = F</td>
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CERTIFICATION EXAMS

The largest component of your course grade is a set of two (2) Certification Exams provided by http://w3schools.com. Both the HTML exam and the CSS exam ask seventy (70) multiple-choice or True/False questions within a time limit of seventy (70) minutes (most people find that they need less than 60 minutes to complete each Exam, so time may not be as tight as you anticipate). From http://w3schools.com/cert/cert_html.asp:

The HTML exam [and CSS one, too] will be taken over the Internet, at any time and from any location, but the exam should be supervised by a person selected by the exam candidate… Candidates must have 75% correct answers to pass the exam and become certified… Immediately after completing the exam, you will be informed of your score and of your pass/fail status. If you fail, or want to improve your score, you can take the exam one more time. The best result of the two attempts will count. If you achieve certification status, W3Schools will ship you an HTML Developer Certificate [and/or a CSS Developer Certificate, in our case]. The document will contain your personal data acknowledging your status as a Certified HTML Developer [and/or a Certified CSS Developer, in our case].

At 700 points per Exam out of 2,270 possible points for the whole class, you mathematically cannot pass this class without taking the Exams. Given our 6-week session, this class is essentially an Exam preparation course. The Assignments and Quizzes are the stepping-stones to prepare for these two Exams. Each Exam costs $95, payable directly to w3schools.com by credit card or PayPal account (W3schools.com currently accepts PayPal payments as well as Visa, MasterCard, Discover and American Express). Our total cost for the whole semester is $95 × 2 = $190. While $190 is a significant expense, it is cheaper than comparable web development courses that require you to purchase a $199 software license in addition to a textbook (we have no textbook and no other costs for this class). This class also has higher value than most: the certifications that these exams yield are globally recognized as verifying your skills in web development. So I can convert your Exam scores into points for this class, you will need to supply me with your w3schools.com log-in information on or before June 8th.

SIX (6) KEYS TO SUCCESS on the Certification Exams are:

1. Thoroughly reading the assigned links in the order and pace specified on Laulima.
2. Testing and experimenting with the all the Examples provided in the assigned links.
3. Completing the assigned Code Examples in the order and pace specified on Laulima.
4. Taking the Online Quizzes and carefully studying the answers to any/all questions you missed. Go back and review pertinent sections of w3schools.com
5. Posting questions to Laulima’s discussion threads and answering others’ questions whenever feasible.
6. Good rest and nutrition are far more important than most college students appreciate.

If these routine chores are neglected, the Certification Exams will be more difficult and may seem truly overwhelming. Remember Aesop’s tortoise and hare fable — it’s far more successful to learn five (5) or fewer pages each day all semester than to try to overcome a huge backlog at the last minute.
ONLINE QUIZZES

A significant part of preparing for the Certification Exams is w3schools.com’s free, Online Quizzes, which include 20 multiple-choice or True/False questions and no time limit. Please time yourself taking the Quizzes to know if the Exams’ 70-minute time limit (each) will be an issue for you (most people find that they need less than 60 minutes to complete each Exam, so time may not be a significant factor for you). The main benefit to taking the Quizzes (besides the 100 points each) is learning which questions you missed and reviewing those areas of the w3schools.com website so you won’t miss similar questions during the Exams. Be sure to study those answers to questions that you missed! This is among the most efficient methods of preparing for the Exams.

ASSIGNMENTS

Each of our 67 Assignments involves posting your work to the relevant Laulima discussion thread as noted within each assignment description. Each Assignment is due by 11:00 p.m. on the day under which it’s listed on Laulima’s homepage, is worth 10 points and is graded on:

1. Relevance — Were the instructions/example followed?
2. Completeness — Are all components included?
3. Timeliness — Was it submitted before the due date?

Three yeses to the above questions = 10 points, every time.
Incomplete or irrelevant work will be assessed on a case-by-case basis; late work is only accepted at the instructor’s sole discretion.

GRADESHEET

In Laulima’s Resources (available in its left column of text links), there is an Excel gradesheet available for download. Each time you submit it with your updated scores in the green column (and no other edits), you earn two (2) extra credit points (50 points maximum = no more often than after each of the 25 listed Assignment #s, including Quizzes and Exams). On the gradesheet, Column D automatically calculates your running point total for the class-to-date. Column E is the running total of possible points, so your current percentage/grade in the class is automatically calculated in Column F (only change Column B, otherwise these math formulas might not function, which would jeopardize your extra credit). I record your scores separately, so this gradesheet’s purpose is for you to track your own grade as the class progresses (plus, earn some extra credit for recordkeeping!). This Excel file can be adapted to future classes, too.

LEARNING RESOURCES

We have no textbooks or software licenses to purchase — we will use strictly free and/or downloadable, online resources: w3schools.com and Firefox web browser with Firebug and Web Developer Add-Ons. Below are links to these online resources:

1. http://w3schools.com
• **FOREMOST** — Unilateral enforcement of applicable WinCC campus & UH System policies (superseding any conflicting information below). These policies are available for review online and in campus catalogs/schedules. *No exceptions!*

• **LAULIMA DISCUSSION BOARD USAGE** — Laulima discussion board access is a privilege, not a right. Unfortunately, social media and online discussions are perpetually ripe for miscommunication and the potential for hurt feelings, so never post anything you wouldn’t show to or say personally to your own Grandmother (or similar idol). A discussion participant’s first disruptive incident will result in loss of 1% of offender’s semester grade (-23 points), and two (2) or more disruptions will result in being banned from posting to the discussion board for the remainder of the semester. All disruptive posts will be edited to remove offensive content and to add notification of offender’s point loss/change in access. Please anonymously report (PM) any post you find offensive/disruptive.

• **DEADLINES** — Each student, whether present or absent, is responsible for all course information and assignment deadlines. Except for students with documented learning disabilities, any late work must be submitted within seven (7) days after the original deadline and will only be accepted at instructor’s discretion. Fifty percent (50%) of that assignment’s possible points will be deducted for being late. Late work will not be graded unless it is the difference between passing and failing the course — not the difference between two passing grades. No more than 1/3 of all submitted work (by points possible) can be late yet included in a course grade.

• **INCOMPLETE** — Only documented learning disabilities and extreme, unforeseeable circumstances (such as death in family, debilitating illness, etc.) might warrant a grade of “Incomplete” at the instructor’s sole discretion. Students must submit written notification to instructor within ten (10) days of incident (within first week of semester for documented learning disabilities) to be considered for an “Incomplete.”

• **HELP** — WinCC offers a wide variety of services to assist you with your goals and challenges. If you suspect that you might need some help (academic or otherwise):
  - Call Academic Advising at 235-7413 or visit them in ‘Akoakoa 212
  - Call TRiO Student Support Services at 235-7487 or visit them in Na’auao 146 and online at [http://trioscoop.blogspot.com](http://trioscoop.blogspot.com)

Revised August 10, 2006