ICS 107  Web Site Development

3.0 Credits  CRN 63013
MTWRF, asynchronous  Online » Laulima

INSTRUCTOR: Jon Marquardt (pronounced “MAR • court”)
OFFICE: Online » Laulima » My Online Office
OFFICE HOURS: Tuesdays & Fridays, 8:00 AM – 9:00 AM HST
TELEPHONE: text/call (408) 313-0809 [West Coast = add 3 hours to current HST]
EFFECTIVE DATE: Summer 2013  EMAIL: JM21@hawaii.edu (slowest reply)

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai’i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O’ahu’s Ko’olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

An introduction to the concepts and skills for developing websites from planning through publishing. Design, usability, accessibility, markup and styling language, and integrating media will be emphasized. Web development software utilized. (3 hours lecture)

Recommended Preparation: Intermediate computing skills including file management and common computing skills: cut, copy, paste, open/save files, web search.

Activities Required at Scheduled Times Other Than Class Times

To complete our considerable quantity of computer work throughout the semester, each student must either:

A. Utilize our FREE on-campus computer labs during their posted hours of operation.

B. Access any off-campus computer with internet connectivity (any speed is fine for this class — tiny, web-optimized files).
   No special software is necessary for this class; instead, we need extra care and attention to type flawlessly and test our work thoroughly before submitting for grading.

STUDENT LEARNING OUTCOMES

Students who pass this course can:

2. Use appropriate web development software to create an effective website that communicates a message, incorporates appropriate media, and adheres to usability and accessibility standards.
3. Describe ethical issues involved in the development and use of websites.
COURSE TASKS

Students will be individually assessed on demonstrated comprehension and personal skill in each of those three (3) Student Learning Outcomes. The four (4) assessment formats are: Participation, Exercises, Chapter Test Yourselves and Project.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Quantity</th>
<th>Subtotal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>10</td>
<td>5</td>
<td>50</td>
<td>(15%)</td>
</tr>
<tr>
<td>Exercises</td>
<td>10</td>
<td>11</td>
<td>110</td>
<td>(32%)</td>
</tr>
<tr>
<td>Chapter Test Yourself</td>
<td>10</td>
<td>8</td>
<td>80</td>
<td>(24%)</td>
</tr>
<tr>
<td>Project</td>
<td>100</td>
<td>1</td>
<td>100</td>
<td>(29%)</td>
</tr>
<tr>
<td><strong>Course Total</strong></td>
<td><strong>340</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

» At instructor’s sole discretion, extra credit is available for extra effort, helping others, posting web development links, etc.

Participation is 15% of the course grade (50 of 340 points). This class does not meet in person at any time, so Laulima’s discussion board — titled “Our Q&A, Discussions” — is our virtual classroom. Lack of interaction is online students’ #1 complaint about distance learning… here is your 24/7 opportunity to interact with your classmates, including an off-topic Student Lounge.

Throughout our 27-day class, I will post questions directed to individual students to help keep our dialog flowing (re-directed to other students if there is no reply or an incorrect reply). Reading the links classmates post and replying with your own perspective and/or additional information (or your own links) engages everyone and boosts your participation points.

Post any questions on the “Questions & Answers” forum. Each student is responsible for all information posted in all forums, so be sure to read all posts flagged as new 5+ times each week (mainly because we only meet for 6 weeks rather than 16 weeks). Your classmates and I will answer within 24 hours whenever possible (less likely during weekends & holidays). Earning our participation points includes helping others by answering each other’s questions and sharing your ICS 107 experiences with me and your classmates (frustrations, victories, ideas, suggestions, etc. similar to Facebook status updates). Be sure to keep your tone and frequency of posts to levels that do not derail the learning environment (see “Disruptions” below).
Exercises and Chapter Test Yourselves are the crucial ‘stepping stones’ that strengthen each student’s knowledge and skills to excel on the project. Both rely on careful reading of technical material with new terminology, concepts and techniques, so minimizing distractions such as friends, family, music, phone, Facebook, TV, etc. will make success easier — many students struggle while trying to work under much less than studious conditions. One trick is to wear headphones without listening to anything (people won’t bother you as much). Struggling students should first examine all study habits for areas to improve (see “Five keys to success in ICS 107” below). The instructor is always available to help every student, but students interested in maximizing scores are personally responsible for committing the time and effort necessary to succeed.

- **Exercises** ensure that each student understands the most important topics from our assigned textbook reading. They are located at Laulima » Your Work. While the format for exercises varies (first ones can be typed directly into Laulima while later ones must be attached files), the Assignment Instructions within Your Work clearly define what to do and how to do it. Scores from previously submitted Exercises are posted in Your Scores while any comments are saved with the exercise itself in Your Work.

- **Chapter Test Yourselves** are 5–10-question, open-book quizzes inside our textbook that emphasize the THEORY while Exercises (above) emphasize the PRACTICAL. Submit them in Laulima » Your Work. Although short, each one highlights important points in the reading — if the reading is skipped or done hastily, the Test Yourself will be especially challenging. Scores from previously submitted Test Yourselves are posted in Your Scores while any comments are saved with the quiz itself in Your Work.

Completing every exercise and every chapter quiz builds the skills and knowledge necessary to pass this class.

Project is the pinnacle of our work in this class; everything else we do is in preparation for this project. For easier progress, we’ll break the project up into two (2) smaller sections called “milestones” (a common professional metaphor from hiking/travel). Finishing the project therefore involves compiling our milestones into one, cohesive work product per student.

Brief description: identify a hobby, interest or activity for which there are numerous websites full of content and relevant features, then build your own based on your analysis of the more successful aspects of the existing sites (to the extent that our skills, knowledge and timeframe allow — basically, showcase all you learned in this class)

Projects are graded using the following three (3) criteria:

A. **Framework**: no missing files, submitted to specified location before due date  
   15 pts

B. **Craftsmanship**: authoring skills, follows industry/W3C standards (HTML, CSS, JavaScript)  
   70 pts

C. **Critiques**: feedback provided to others + feedback provided by others  
   15 pts

**Five keys to success** in ICS 107 are:

1. frequently checking Laulima for announcements and updates (6-week session = DAILY Monday-Friday)
2. adequate note-taking (writing down information uses multiple portions of your brain and cements comprehension far better than not writing it down)
3. continually active and respectful participation, incl. reading **every post by all participants**
4. resourceful use of our textbook and pertinent online information
5. allotting enough time per assigned task to not feel rushed
**Only one (1) late assignment accepted for grading.**
Any assignment other than the project can be submitted within seven (7) days of the due date, but only one (1) late assignment per student per semester will be included in semester grading. No assignment can be submitted more than seven (7) days late. Student must notify instructor in writing which assignment to grade late.

Submitting your best efforts that remain incomplete before the deadline yields far better grades than submitting nothing and scoring zero (0). Each exercise, chapter test and project is incomplete until Laulima confirms that your work was successfully submitted (email + confirmation webpage).

**LEARNING RESOURCES**

The textbook required for this course is:

It is currently available in limited supply at the WCC bookstore as well as other campuses and numerous retail booksellers locally and online.

Throughout the semester, supplemental links and content will be posted on Laulima » Our Q&A, Discussions and Our Updates. Students are responsible for checking Laulima for these updates and integrating the information into their projects, exercises, chapter tests, etc.

**SOFTWARE**

No special software is necessary for this class; instead, we need extra care and attention to type flawlessly and test our work thoroughly before submitting for grading.

**WITHDRAWAL**

- Last day to withdraw with a W grade .................................................. *June 20*

*Confirm with a counselor or Registrar’s Office — following 2012 schedule yet none listed for 2013

All important academic dates listed @ [http://windward.hawaii.edu/Academics/Calendar/](http://windward.hawaii.edu/Academics/Calendar/)

**DISABILITIES ACCOMMODATION STATEMENT**

*If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Dr. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale `Akoakoa 213 for more information.*

» So I can adequately accommodate any disabilities my students may have, I need written notice of any documented disabilities within **five (5) calendar days** of class beginning (within first week). Beyond that point, I can only assume that my students have no documented disabilities to accommodate.
POLICIES

• **FOREMOST** — Unilateral enforcement of all applicable WCC campus & UH System policies (superseding any conflicting information below). These policies are available for review online and in catalogs/schedules. UH’s Student Conduct Code: http://studentaffairs.manoa.hawaii.edu/policies/conduct_code/

• **ENROLLMENT** — Each student is responsible for her/his own enrollment status and applicable deadlines for changing her/his enrollment status (including withdrawal deadlines, Credit/No Credit and other options).

• **INCOMPLETE** — Students must submit written notification to instructor within 7 days of dire, unforeseeable circumstances to be considered for an “Incomplete” at instructor’s sole discretion.

• **ATTENDANCE** — with only 27 days of instruction, students are expected to log into this course’s Laulima site DAILY. Announcements will be posted in Laulima, and crucial ones will be emailed to student UH inboxes (do not expect ALL announcements to sent without checking the site for updates). Students are responsible for all posted information throughout Laulima — Our Updates are posted on Home and Our Q&A, Discussions flags new messages.

• **DEADLINES** — Each student, whether present or absent, is responsible for all course work deadlines; instructor is opposed to accepting any late work but will consider one (1) emergency case per student per semester: only one (1) late assignment accepted for grading — must be submitted within one (1) week of original due date & student must notify instructor in writing which assignment to count as their late one.

• **ACADEMIC DISHONESTY** — My approach to helping students learn includes zero tolerance for representing another’s work as one’s own. DO YOUR OWN WORK and everything will be fine. Full or partial file copying or exchange, group work on individually assessed tasks, accessing our Laulima site beyond student authorization and any other form of academic dishonesty will not be tolerated. Any student cheating will forfeit 10% of our semester grade (34 points) per occurrence, plus filing of a detailed incident report, which could contribute to the offender being expelled. Please see the college catalog for all details of the school’s policy on academic dishonesty.

• **DISRUPTIONS** — Posting on Laulima » Our Q&A, Discussions forums and My Online Office chat room is a privilege rather than a protected student right. Only Forum Participants may post; every enrolled student begins the semester as a Forum Participant. Because learning environments are sensitive to disruption, and class objectives can be derailed by persistent disruptions, a student’s membership in the Forum Participants group can be revoked without appeal at the instructor’s sole discretion. Ideally a warning would precede any change in access, but clearly inappropriate/aggressive language or images (still or video) are sufficient grounds for immediate loss of group membership. Students who lose this privilege can still read what others post (including new information from the instructor) but can no longer post/reply themselves, which results in forfeiture of all remaining participation points (partial credit is possible for submitting privately to instructor). Please anonymously report (PM/email) any post you find disruptive (do not click Reply and respond publicly). To minimize disruption, all reports are quickly verified, and all arguably offensive material is removed. Depending on the offender’s intention and previous posts, the instructor will decide whether a warning or change in status is warranted. Basically, if it’s not something you would share/say to your 4-year-old cousin or your 70-year-old auntie, don’t post it in our forums or chat room.
HELP — Windward Community College offers a wide variety of services to assist you with your goals and challenges. If you suspect that you may need some help (academic or otherwise), I urge you to reach out early before your issues progress further. I am certainly available for discussion of both course-related and non-course-related issues, but I have limited support skills and knowledge compared to WCC’s talented counselors.

- 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
- Call 1-800-448-3000 for crisis dialog
- Call 911 for emergency assistance

BEST WAYS TO CONTACT INSTRUCTOR

Quick summary (explanations below):

1. Post in Questions & Answers forum (don’t share private info!)
2. Send Private Message (text link @ top middle of Laulima » Our Q&A, Discussions)
3. Text 408-313-0809 (standard text messaging rates may apply)
4. Voicemail 408-313-0809 (standard minutes/long-distance rates may apply)
5. Visit My Online Office during posted hours (don’t share private info!)
6. Email (slowest reply!!)

All questions and comments that do not contain private information (such as scores, grades and enrollment status) should be posted to an appropriate thread in Laulima » Our Q&A, Discussions » Main » Questions & Answers. Please double-check for an existing thread on the same/similar subject before creating a new topic. Always include page #, etc. — as much specific information as possible to avoid miscommunication and expedite replies. Be sure to read every post for crucial information about class. Sixteen (16) separate office hours are Mondays from 9:00 AM – 10:00 AM from 1/7 to 4/29 except 3/25 (Spring Break) in Laulima » Weekly Office Hour chat room (again, as a public space, do not include any private information in chats).

To reach the instructor about private matters (such as scores, grades and enrollment status), the best option is Private Messages, one of the top middle text links in Laulima » Our Q&A, Discussions.

If currently unable to log into Laulima, first click the Request Assistance text link at bottom left of every Laulima webpage (it’s there whether or not currently logged in). Laulima support staff do not resolve student account issues reported by instructors — each student must report the technical issues they personally encounter.

Without access to Private Messages, text the instructor @ 408-313-0809. Keep it short and clear, including identifying yourself. The instructor will reply in less than 12 hours (often instantly).

If unable to text, call the instructor at that same number. Leave voicemail (again, short and clear, including identifying yourself); if your phone number is blocked, make sure to include it in voicemail.

Email messages are welcome but will have the slowest reply (usually within 24 hours but occasionally closer to 36 hours). Please use email as a truly last resort.
<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday 5/28</strong></td>
<td>Get book + read Preface—page 9</td>
</tr>
<tr>
<td><strong>Wednesday 5/29</strong></td>
<td>Read pages 10–18</td>
</tr>
<tr>
<td><strong>Thursday 5/30</strong></td>
<td>Read pages 19–27</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 5/30</strong></td>
<td>Exercise 1-1, Taking stock (page 20)</td>
</tr>
<tr>
<td></td>
<td>Chapter 1 Test Yourself (page 20)</td>
</tr>
<tr>
<td></td>
<td>Exercise 2-1, View source (page 26)</td>
</tr>
<tr>
<td><strong>Friday 5/31</strong></td>
<td>Read pages 28–36</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 5/31</strong></td>
<td>Chapter 2 Test Yourself (page 32)</td>
</tr>
<tr>
<td><strong>Monday 6/3</strong></td>
<td>Read pages 37–46</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 6/3</strong></td>
<td>Chapter 3 Test Yourself (pages 45–6)</td>
</tr>
<tr>
<td><strong>Tuesday 6/4</strong></td>
<td>Read pages 47–54</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 6/4</strong></td>
<td>Exercise 4-1, Entering content (page 53–4)</td>
</tr>
<tr>
<td><strong>Wednesday 6/5</strong></td>
<td>Read pages 55–63</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 6/5</strong></td>
<td>Exercise 4-2, Adding basic structure (page 57)</td>
</tr>
<tr>
<td></td>
<td>Exercise 4-3, Defining text elements (page 59)</td>
</tr>
<tr>
<td><strong>Thursday 6/6</strong></td>
<td>Read pages 64–8 &amp; 181–4</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 6/6</strong></td>
<td>Exercise 4-4, Adding an image (pages 63–4)</td>
</tr>
<tr>
<td></td>
<td>Exercise 4-5, Adding a style sheet (page 65)</td>
</tr>
<tr>
<td></td>
<td>Chapter 4 Test Yourself (pages 67–8)</td>
</tr>
<tr>
<td><strong>Friday 6/7</strong></td>
<td>Read pages 185–193</td>
</tr>
<tr>
<td><strong>Monday 6/10</strong></td>
<td>Read pages 194–202</td>
</tr>
<tr>
<td><strong>Wednesday 6/12</strong></td>
<td>Read pages 203–212</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 6/12</strong></td>
<td>Chapter 10 Test Yourself (pages 203–4)</td>
</tr>
<tr>
<td></td>
<td>Exercise 11-1, Your first style sheet (pages 210 &amp; 212)</td>
</tr>
<tr>
<td><strong>Thursday 6/13</strong></td>
<td>Read pages 213–220</td>
</tr>
<tr>
<td>a. <strong>DUE by 11:00 PM, 6/13</strong></td>
<td>Exercise 11-2, Applying an inline style (page 214)</td>
</tr>
</tbody>
</table>
13. **Friday 6/14** » Read pages 221–4 & 459–63
   a. **DUE** by 11:00 PM, 6/14
      Chapter 11 Test Yourself (pages 223–4)
14. **Monday 6/17** » Read pages 464–72
   a. **DUE** by 11:00 PM, 6/17
      Exercise 19-1, English to Javascript translation (page 471)
15. **Tuesday 6/18** » Read pages 473–481
16. **Wednesday 6/19** » Read pages 482–490
   a. **DUE** by 11:00 PM, 6/19
      Exercise 19-2, You try it (page 482)
      Chapter 19 Test Yourself (pages 483–4)
17. **Thursday 6/20** » Read pages 491–9
18. **Friday 6/21** » Read pages 500–503
   a. **DUE** by 11:00 PM, 6/21
      Chapter 20 Test Yourself (pages 502–3)
19. **Monday 6/24** » ‘Project Workshop’
20. **Tuesday 6/25**
21. **Wednesday 6/26**
22. **Thursday 6/27**
23. **Friday 6/28** » **DUE** by 11:00 PM: Project Milestone
24. **Monday 7/1** » Review instructor feedback on milestone; work toward completion
25. **Tuesday 7/2** » Finish up website project
26. **Wednesday 7/3** » **DUE** by 11:00 PM: Project Website
27. **Tuesday 7/5** » **DUE** by 11:00 PM: Roundtable Critique (Our Q&A, Discussions Points)

| 11:00 PM, Friday 7/5 | Last opportunity to submit *any* work to be included in course grade |

*Subject to change with advance notice*