Fall 2017 Syllabus
Course: CIT 302 Web Development
Faculty: Megan Jones

Course Catalog Description

CIT 302. WEB DEVELOPMENT. (3) Prerequisite: CIT 300 or permission of the instructor. Introductory course in web design and development. Provides students with strategies and skills to plan and develop commercial web sites.

Topics and Objectives

Faculty reserves right to change syllabus schedule at any time

Week	Tasks	Topics	Assignments
8/21-8/27	Review HTML and CSS Observe XAMPP installation Download course software	Week 1: Welcome!	Discussion Board 1 Syllabus Quiz Weekly Project
8/28-9/3	Review weekly reading on HTML and CSS syntax, Web page design Complete practice coding exercises	Week 2: Review HTML, CSS, and Web Design Basics	Discussion Board 2 Reading 2 Quiz Weekly Project
9/4-9/10	Review weekly reading on PHP and watch video lecture, complete practice coding exercises	Week 3: Reviewing PHP and WordPress	Discussion Board 3 Reading 3 Quiz Weekly Project
9/11-9/17	Review weekly reading on WordPress and watch video lecture, complete practice coding exercises	Week 4: Introduction to WordPress and WP Templates	Discussion Board 4 Reading 4 Quiz Weekly Project
9/18-9/24	Review weekly reading on WordPress templates, review web site mock-ups and wireframes	Week 5: More about WP Templates	Discussion Board 5 Reading 5 Quiz Weekly Project
9/25-10/1	Review weekly reading on eCommerce and WordPress, more about wireframes and mockups (with practice templates),	Week 6: WordPress and eCommerce	Discussion Board 6 Reading 6 Quiz Weekly Project

	research Web hosting providers (get a Web server by Midterm)		
10/2-10/8	Review reading on eCommerce and credit card authorization/merchant accounts, view video, review midterm study guide	Week 7: WordPress and eCommerce – Pre-Midterm Week	Discussion Board 7 Reading 7 Quiz Weekly Project Midterm Study Guide
10/9-10/15	Review reading on midterm topics, complete practice exercise on eCommerce UIs, take Midterm Exam	Week 8: Midterm	Optional Discussion Board No Quiz No Project Midterm Exam
10/16-10/22	Review security and authentication readings, view lecture, complete practice exercise	Week 9: eCommerce and Security	Discussion Board 9 Reading 9 Quiz Weekly Project
10/23-10/29	Review eCommerce procedures, maintenance, complete practice exercises	Week 10: eCommerce Procedures and Maintenence	Discussion Board 10 Reading 10 Quiz Weekly Project
10/30-11/5	Reviewing WordPress migration, from local to live; choosing a server	Week 11: WordPress Migration and Choosing a Server	Discussion Board 11 Reading 11 Quiz Weekly Project
11/6-11/12	Customizing your WordPress site to be an eCommerce t-shirt store	Week 12: Customizing WordPress	Discussion Board 12 Reading 12 Quiz Weekly Project LAST CALL: YOU NEED TO HAVE YOUR WEB SERVER NOW
11/13-11/19	Wordpress installations and moving from a local development server to a live server; apply the concepts of transferring over a WP installation	Week 13: Moving Your Local WP Install to a Live Server	Discussion Board 13 Reading 13 Quiz Weekly Project SCHEDULE YOUR PROCTORED FINAL EXAM TIME
11/20-11/26	Define and explain search engine optimization and analytics, analyze and describe potential ways to advertise on an eCommerce site	Week 14: Social Media and Marketing	Discussion Board 14 Reading 14 Quiz Weekly Project SCHEDULE YOUR PROCTORED FINAL EXAM TIME
11/27-12/3	Review and research portfolio sites	Week 15: Pre-Finals Week and Portfolios	Discussion Board 15 Reading 15 Quiz Weekly Project

			LAST CALL: SCHEDULE YOUR PROCTORED FINAL EXAM TIME
12/4-12/10	FINAL EXAM: You will be taking a comprehensive final exam, in addition to submitting the URL of your final eCommerce site	Week 16: Finals Week	**TAKE THE FINAL 12/4-12/6** Submit URL of Final eCommerce site

Welcome!

Welcome to the *CIT 302: Web Development* course! My name is Megan Jones, and I am anticipating a rewarding and fun experience for all of us with the primary focus of learning how to create a website using WordPress®, a powerful web software application that can be used to create professional-looking websites for personal, recreational, and commercial purposes.

Class Location

This class is delivered in an online format, with new content appearing each week in modules. The class is available at the following website: https://blackboard.wku.edu

Technology Requirements

In order to be successful in this online course, you will need to have access to the following:

- **Reliable internet connection** and a **backup plan**, just in case your usual connection is not working;
- **Webcam** and **headset** for online meetings;
- **Server space for your Web site**, with **PHP, MySQL, Apache, cPanel, myPHPAdmin, and FTP support**. You can check out the following providers for service:
  - o HostGator;
  - o BlueHost;
- **Firefox Browser**, with the following add-ons:
  - o Web Developer Toolbar;
  - o Firebug;
- A **local development server** for troubleshooting Web sites. I recommend the following:
  - o XAMPP (I will be using XAMPP for the course);
  - o WAMP;
- **FileZilla**, or **command prompt** if you so choose, to **upload files to your server**;
- **Google Account**, as we will be using Google Drive to **back up and submit files and documents for the course**;
- **Code-editing software** -- I suggest the following, but you may have your preferences:
  - o Brackets (free) – this one is my favorite;
  - o Sublime Text ($70, free trial);
  - o Notepad++ (free) – good for quick edits, but no project management features
- **TeamViewer**, so I can work on your computer remotely if you just can't get the code/program working correctly

Technical Requirements

I am expecting the following technical skills from starting students:

- Basic understanding of HTML (tags/attributes/values), CSS (classes/ID), FTP, and URLs (relative/absolute paths);
- Basic knowledge of Web page structure and design (navigation, hyperlinks);
- Ability to use the WKU Blackboard LMS and student email;
- Familiarity (or willingness to learn) APA style for citations

Required Material(s)
There is <u>no </u>textbook required for this course. Various web resources will be used as supplemental course materials.

Instructor Information
Name: Megan Jones
E-mail: megan.jones@wku.edu

Generally, I will respond to emails during the same day or next day at the latest. I do my best to respond to emails during the weekends. If you do not receive a response from me after 48 hours, be sure to send me a "follow-up" email marked with "high priority", and I will be sure to respond ASAP.

I highly discourage students to email me at the "last minute" before an assignment deadline expires, for the purposes of requesting a due date extension. For more information regarding late assignments, please refer to the section titled **Late Assignments**.

Assignments & Point Values

Your grade for this course will be determined according to the following scheme:

Activities	Points		Grading Scale:
Comprehensive Final Project	200		**A** = 900 to 1000 points
Comprehensive Final/Midterm Exams	250/172		**B** = 800 to 899 points
Migrating Local Installation to Live	27		**C** = 700 to 799 points
Lab exercises (13 at 9 points)	117		**D** = 600 to 699 points
Quizzes (13 at 9 points)	117		**F** = 698 points or below (or cheating)
Discussions (13 at 9 points)	117		
Total	**1000**		

Please see the *Course Master Schedule* in the **Start Here** section of Blackboard for more details.

Contingency Points

Sometimes uncontrollable problems occur during the course that can negatively affect a student's grade. Examples include personal issues, family issues, forgetting an assignment, encountering test questions that are worded poorly, or course errors. Because I want to be fair to all students, I am giving you 50 contingency points. Everyone receives 50 points regardless before final grade calculations are made. Please do not ask for additional contingency points; under no circumstances will more be provided.

Academic Dates

To determine important academic dates such as the last day to drop with a W, or the Final Exam schedule, please refer to: http://www.wku.edu/registrar/academic_calendars/

Activities

There are five major activities in this course. Rubrics will be provided for assignments and discussion board activities. A brief explanation of each activity is as follows:

- **Weekly Projects** – You will complete various weekly projects, which are based upon course- related concepts. Instructions on how to complete these projects will be provided during the course. Some projects may also include a written component.

- **Quizzes** – You will complete quizzes that are based upon the assigned reading/lecture material.

- **Class Discussions** – The primary method of faculty-student and student-student interaction in this class will be via the class discussions.

- **Comprehensive Final/Midterm Exam** – **The proctored final exam will be comprehensive and administered during the first three days of finals week (12/4 through 12/8).** The Midterm is NOT proctored and will be administered online through Blackboard.

- **Comprehensive Final Project** – Throughout the course, you will be working on a comprehensive final project that will be due towards the end of the course.

Final Exams

All CIT exams must be proctored. While you may be able to use the proctor of your choice at the location of your choice, you must register with the WKU testing center in order to have your proctor approved (see http://www.wku.edu/testing/ for more details).

- Note that **you must pre-register with the testing center before taking the exam**, which is usually no less than **10 days prior**. I highly suggest that you register early.
- **Final exams must be taken during final exam week**. You may choose Monday through Wednesday during finals week to take the exam.
- As the final exam is an assessment and not a learning activity, **correct answers are not provided**. However, if you wish to review your exam, it will made available to you.
  - However, as with other on-campus final exams, you must know that **student review can only be accomplished on-campus (Bowling Green), in a proctored environment**, during a full term following that of the exam's administration (fall and spring). This step is necessary to protect the integrity of the exam.

Also, since the final exam is an assessment, **your score will likely be lower than you have previously experienced with the learning activities**. Therefore, after completing the exam, your overall average will likely go down, not up. This means you need to be sure and **complete all of the learning activities as assigned** in order to have a very high average before taking the final.

Attendance Policy

Because this is an online course there is no classroom attendance requirement. However, I strongly encourage you to **remain actively involved in this course**. Some suggestions for doing this are:

- **Check your WKU email** and **Blackboard regularly** for course announcements and information;
- **Be aware of all due dates** as they are added to the course schedule on Blackboard;
- **Contribute** regularly and effectively to the online discussions;
- **Complete all work** on time and to the very best of your ability.

For all discussion responses, you will be graded on the following four characteristics:

- **Timeliness** - For full points, you must contribute to the discussion and respond to at least two students;

- **Style/Mechanics** - For full points, postings must be free of grammar issues and follow APA style;

- **Comprehension** - For full points, postings must reflect comprehension of the topic(s);

- **References** - For full points, postings must be supported with the text or other scholarly sources.

Instructor Feedback

In general, I will attempt to grade assignments in a timely manner, generally in 4 to 5 days, up to a week depending on the length of the assignment. Grades will be available through our Blackboard course Gradebook. Depending on the assignment, I will provide some form of

feedback within the Blackboard Gradebook. Some assignments will have a rubric provided, and that will be used as feedback. **Also, if you have any concerns regarding your assignment grades, please email me ASAP.**

Non-Graded Assignments

Some activities that you will complete during the course are ungraded or carry no point value (such as reading assignments). However, it is very important that you complete these activities. Non-completion of these activities may negatively impact your graded work.

Incompletes

All incomplete requests must follow school guidelines. See the University catalog.

Extra Credit

There is **no extra credit** or make-up work as the class assignments reflect what is required for successful completion of this course.

Academic Standards

I expect all students to support the same respect for individuals, commitment to issue and problem resolution, and open communication and feedback as in any learning environment.

Specifically, all students are expected to:

- Accept responsibility and accountability for all use actions and content posted to any online classroom, public meeting or personal inbox (email).

- Maintain the same ethical standards expected in a collaborative, academic environment.

- Demonstrate respect for all faculty, students, and staff regardless of age, race, gender, religion, national origin, veteran's status, disability, or sexual orientation.

In the online environment, the following will not be tolerated:

- Harmful, threatening, libelous, or abusive content

- Profanity of any kind

- Copyright infringement or violation of patent, trademark, proprietary information, or confidentiality agreements

- Misrepresentation of identity through alteration of inbox (email) names

- Posting unsolicited advertisements to public meetings or private inboxes (no spamming)

- Transferring computer viruses, intentionally or unintentionally, or other code that disrupts or interferes with other users' use of the online environment or personal computers, systems, or networks.

Honesty

I highly value academic honesty. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, then the student must cite all relevant sources. The student should also make it clear the extent to which such sources are used.

Words or ideas that require citation include, but are not limited to, all hardcopy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source.

All submissions to any public meeting or private mailbox fall within the scope of words and ideas that require citations if used by someone other than the original author.

Academic dishonesty in an Online learning environment could involve the following:

- Having a tutor or friend complete a portion of your assignments
- Having a reviewer make extensive revisions to an assignment
- Copying work submitted by another student to a public class meeting
- Using information from on-line information services without proper citation

Any of these practices could result in charges of academic dishonesty. Sanctions range from failing assignment or class grades to expulsion.

I consider academic honesty a very serious issue. I have, and will fail students that I discover are not adhering to the above guidelines.

Class Navigation

Go to http://blackboard.wku.edu and follow the login instructions (usually available by the first day of class). This site will be the primary means for quizzes, grades, announcements, exam and homework scores, reading materials, discussions, and other supplemental course information that you will need. Please be sure and check this site regularly.

Remember!

Lack of hardware, software, and Internet connectivity to complete any assignment **is not an acceptable reason for not completing work.**

Technology Issues
School servers are unavailable from time-to-time. Accordingly, I will accept e-mailed assignments to my personal mailbox for time-stamping purposes only. However, once Blackboard is available to you, in order to receive a grade, the assignment must be posted to the appropriate submission area.

Also, from time to time the Blackboard system will lock-up during a quiz or exam. If this happens, please contact me as soon as possible. I can only reset the exam, which means you will have to take it over (this includes final exams). If you wait until the last minute to take an exam, you may not be able to reset due to time limitations.

For comments/complaints about technology issues (for example, Blackboard exam problems), please contact the Office of the Chief Information Technology Officer (270-745-2243).

Late Assignments
Due to the nature of this course and based upon my teaching experience, it is **critical** that you are timely in submitting the assignments. **Please submit all assignments by the posted due date.** Since all assignments are made available before they are due, **no late work will be accepted for any reason.** Please **DO NOT wait until the last minute** to do your assignments; you may need my assistance and more time to complete your assignments.

Cancellations
If you are dropped for any reason (such as lack of payment, for example), your access to Blackboard may be terminated. In this event you will **NOT** be permitted to make up on-line course assignments/activities during the time you lost access to Blackboard.

Student Disability Services
In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in Downing University Center A-200. The OFSDS telephone number is (270)745-5004; TTY is (270)745-3030. Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Grievance Process
If you are unhappy with any aspect of the course, please contact me via email with a detailed explanation of the problem. I will do my best to help resolve the issue. If you are still unsatisfied, please contact the program coordinator, Dr. Mark Revels, at mark.revels@wku.edu.

Schedule Exceptions
I will not approve any schedule exceptions.