



ITMG 340 Introduction to Website Design and Management
Section 1 4:00 – 5:20 PM TTH Barcelona 221 Fall 2019

INSTRUCTOR

Name: Dr. Carl M. Rebman Jr., Ph.D.
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Office Hours: Tuesday 1:50 – 2:20 PM & 5:20PM – 6:20 PM
Wednesday 2:00 PM - 5:00 PM (Coronado)
Thursday 1:50-2:20 PM & 5:20PM – 6:20 PM
other times by appointment

Teaching Schedule: Barcelona 221 --- 2:30-3:50 TTH, 4:00-5:20 TTH

Meeting Schedule (Dead hours): Every 1st/2nd TUE of the month (faculty/area), and every 2nd/4th THR (senate)

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REQUIRED TEXT:

Maldvaidi, *Adobe Dreamweaver Classroom in a Book (2018 release)* ISBN 978-0134852522, or Maldvaidi, *Adobe Dreamweaver Classroom in a Book (2019 release)* ISBN 978-0135262146

Computer Labs are available on campus in: Serra and Olin Halls. Additional computers are available in Copley Library and the Law Library. Check for current operating hours <https://www.sandiego.edu/its/support/labs/hours-of-operation/general.php> ..

Other Readings: May be placed on E-Reserves in the main library or handed out in class.

Required Equipment: One USB memory stick, or other type of backup device for files, to be brought to class **DAILY**.

Description Of Course

The World Wide Web is nowadays part of our lives. When trying to create functional and attractive sites, web designers meet with difficulties because web design is associated with many other modern disciplines.

The World Wide Web is a significant part of our lives and nowadays website design is nothing new. It is an integral part of today's IT industry. The tendency to do business and a variety of other activities on the Web increases the need for people trained in website design, development, and management. When trying to create functional and attractive website, web designers often encounter challenges because web design, development, and management is associated with many other modern disciplines.

This course takes a holistic approach and covers many aspects from website analysis/evaluation, graphic design concepts, website business/marketing techniques, as well as technical website page development. The course examines websites for businesses and organizations.

Topics include planning a website, understanding the principles and elements of effective website design, using Web development and design tools; and evaluating website effectiveness. Elements of consistent Web page design as

components of overall website design are emphasized. Effective communication of concepts and analysis in written format and oral presentations is stressed. Teaching methods include class lecture, case studies, and Internet laboratory research projects.

Course Objectives and Expected Outcomes

After taking this course you will be able to:

- Understand the design principles of an effective business web site.
- Gain an awareness of page optimization design for small businesses
- Discuss SEO solutions and analytic software
- Learn the fundamentals of traditional development and current technologies and trends, including responsive web design
- Understand graphic design elements such as color, visually appealing formats and features
- Gain an in-depth understanding of web design concepts and techniques that are essential to planning, creating, testing, publishing, and maintaining web sites
- Define and describe in detail the six steps in developing a solid web design plan: identify the website's purpose and target audience; determine the website's general content; select the website's structure; specify the website's navigation system; design the look and feel of the website; and test, publish, and maintain the website
- Understand the ethics and policy issues related to privacy, content selection, intellectual property rights, and other Web site design considerations
- Perform good presentation skills
- Demonstrate technology research, writing, and evaluation skills

TEACHING METHOD

The student is expected to have read materials or completed assignments as listed on the course schedule prior to each class. The class discussions/lectures are intended to illustrate the primary concepts from each section and to provide an opportunity to answer any questions that may result from the readings.

EXAMS/QUIZZES

The format for exams/quizzes will vary between true/false, multiple choice, matching/short answer and computer based. Most quizzes will be announced in advance although you should be prepared for the possibility of an unannounced quiz. The format for the exams will be primarily computer based with some possible multiple choice questions. There are **NO** make-up exams or quizzes. Students missing a scheduled exam due to a **PRE-ARRANGED** excused absence will be allowed to take a final exam that will count as 50% of his/her final grade.

Absence:

Absence in the event of an officially sanctioned University event, in which the student is a participating member, may be excused if the instructor is notified, in writing, by the faculty sponsor (coach, instructor, etc.) of such activity prior to the absence. *Each student is allowed ONE absence with prior notification and approval and all other absences are UNEXCUSED, including doctor's excuses.*

Disability Services

The University of San Diego complies with the American with Disabilities Act and Section 504 of the Rehabilitation Act. It is a University of San Diego Disability Services policy that when students are scheduling exams (midterm exams or final exams) in the Disability office, they must submit an "Authorization to Administer Exam" at least one week prior to the exam date. If a student does not give Disability office this notice, the Disability office can deny them the right to the accommodation, as the Disability office is not given adequate time to prepare (and set up office space during established exam scheduling times.) Please provide me (your instructor) with a Letter of Accommodation drafted by the Disability office as soon as possible. There are no retroactive accommodations for Disabled students. As your instructor I am not obligated to provide accommodations until I receive the Letter of Accommodation drafted by the Disability office. If a student does not give the Letter of Accommodation to me (your instructor), within adequate time to make exam arrangements, I am not obligated to fulfill any such request. If you have any questions or concerns about the process please contact, the USD Disability Services office (Serra Hall, Rm 300), phone at 619-260-4655 or via email at disabilityservices@sandiego.edu as soon as possible.

Dishonesty:

You, your colleagues, faculty, staff, and alumni are the University of San Diego. These and many other persons have worked very hard since the founding of USD in 1949 to build a quality university. The philosophy and mission of USD <http://www.sandiego.edu/administration/president/insight> emphasizes the idea of personal and academic integrity. The following is

a synopsis of the academic integrity policy. For more information click on this hyperlink <http://www.sandiego.edu/as/resources/integrity.php>

“All members of the University community share the responsibility for maintaining an environment of academic integrity since academic dishonesty is a threat to the University. Acts of academic dishonesty include: a) unauthorized assistance on an examination; b) falsification or invention of data; c) unauthorized collaboration on an academic exercise; d) plagiarism; e) misappropriation of resource materials; f) any unauthorized access of an instructor's files or computer account; or g) any other serious violation of academic integrity as established by the instructor.”

Academic Dishonesty will not be tolerated in any form. Helping each other study is anticipated. However, only original work will be accepted. There will be no sharing of materials, wearing hats, or using cell phones/PDAs during tests. All assignments unless otherwise noted are individual assignments. **If an incident of academic dishonesty occurs in this course the student could receive a grade of "F" for the semester and could possibly face further disciplinary action.**

Attendance/Participation/Professionalism:

Attendance will be taken on a regular basis. It is in the student's best interest to attend class every day. 100 points are allocated towards **attendance, class participation, and professionalism**. Failure to be in class when attendance is taken will result in 0 points awarded for that session. This includes being late after attendance has been taken or leaving class early. Furthermore, failure to attend more than 55% of all class sessions may result in failing the course. Lastly keep in mind that attendance, participation, and professionalism are three separate items, that is, you need to more than just show up; you are expected to be prepared and contribute to class activities and discussion. Also engaging in Internet surfing, IMs, games, or sending emails during class will not be tolerated and will result in a reduction in points.

E-Mail

Due to the subject matter of this course it is very important that every student obtain an email account either from the University or from a private provider of the student's selection as various assignments will be need to submitted via email(**REFER TO ASSIGNMENT ONE FOR HOW TO USE PROPER SUBJECT LINE**) as well as in HARD PAPER COPY. In addition, course announcements may be distributed via electronic format. It is the student's responsibility to check their email account on a regular basis (outside of class) during the duration of the course. It is recommended that students should retain a copy of all email correspondence with the instructor until the end of the semester. **Unless otherwise directed no email should be sent to the instructor during class sessions.**

Assignments:

Assignments are due at the beginning of the class period. If you turn in a project late, there will be a 10 % deduction each day it is late including weekends. These projects are to be done individually unless otherwise specified and are to be submitted on the assigned due date and the assigned time.

Grade Weights	Percent
Final Exam/Project	35%
Midterm	10%
Homework/Assignments/Quizzes, and Projects/Presentations	45%
Attendance/Class Participation and Professionalism	10%
TOTAL Points	100%

Grading

During the course of a semester a student might have concerns or challenges and wish to have a grade appeal. This is fine; however, any grade petition/appeal must be done **within two days** after the grade has been returned. All grade petitions/appeals can be done in person but **MUST** also accompanied with an email petition/appeal submission. All grade petition/appeals must be resolved after one week. **NO GRADES or GRADE PETITION/APPEALS will be entertained after TWO WEEKS.** Once this time has elapsed, the window for

grade reconsideration is expired. Please note that no grade appeals will be entertained during a class session, you must either come to me office hours, or contact me via phone or email.

Scale	Percent	Scale	Percent
A+	>97.0%	C	73.0%-76.99%
A	93.0%-96.99%	C -	70.0%-72.99%
A-	90.0%-92.99%	D+	67.0%-69.99%
B+	87.0%-89.99%	D	63.0%-66.99%
B	83.0%-86.99%	D-	60.0%-62.99%
B-	80.0%-82.99%	F	<59.99%
C+	77.0%-79.99%		

Important NOTICE: This grading scale is extremely strict. You must have the exact minimum number of points to receive the grade you desire, that is exactly 930 is an A, but 96.9 (or 969.9999) is an A-, and so on. Therefore, note that in advance all petitions to round up to the higher point value will be denied.

The instructor reserves the right to modify or change any part of this syllabus at any time.