WEBD121

Course Summary

Description

Course Description: This course introduces students to Web site development through a combination of readings and hands-on development exercises. This course covers the Site Development Associate curriculum of the CIW Web Foundations Associate certification. It also covers the Web Design curriculum of the CIW Web Design Specialist certification. It emphasizes Markup Language and Site Development Essentials, HTML5 Coding, Cascading Style Sheets (CSS) and Graphical Elements, Hyperlinks, HTML Tables, Web Forms, Video, Audio and Image Techniques, Extending HTML, GUI HTML Editors and Mobile Web Sites, Web Site Development for Business, JavaScript and DHTML Fundamentals, Plug-Ins and Java Applets, HTTP Servers and Web Applications, Databases, and Web Site Publishing and Maintenance. Fundamentals of JavaScript programming are also introduced in this course. Students will need access to Microsoft Internet Explorer and Firefox. This software is not provided by the course material grant and must be purchased/provided by the student. To succeed in this course, students will also need basic computer knowledge such as creating files and folders, downloading and uploading files, creating zipped files, and working with text editor such as Notepad++.

Course Scope:

This course introduces students to the architecture and workings of the World Wide Web (WWW) through a mixture of analytical and practical methods. This course is also a study of the Internet: its history, the protocols, the architecture, the document flow, the Domain Naming System (DNS), Uniform Resource Locaters (URL), browsers, Java consoles, Hypertext Documents, links, search engines, graphics, eMail, Hyper Text Transfer Protocol (HTTP), File Transfer Protocol (FTP), applets & multimedia objects. This course examines browser software language tools (HTML, XHTML, CSS, and XML) through reading and laboratory exercises; explores the architecture of the World Wide Web; and assesses various technologies used for web programming, such as Java, Perl, CGI, ASP/PHP, .NET and J2EE.

Objectives

After successfully completing this course, you will be able to:

- Describe the role of the World Wide Web Consortium (W3C) in the development and continued enhancement of the World Wide Web.
- Explain the architecture, directory structures, document flow, and protocols of the World Wide Web.
- Describe the evolution and the functionality of the Internet and major components such as search engines and browsers.
- Code Web pages in compliance with the Document Object Model.
- Explain the rudiments of the Hyper Text Markup Language.

- Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.
- Build Web pages using Hyper Text Markup Language.

Outline

Week 1:

Topic

Web Site Development and Markup Language and HTML5 Coding

Learning Objectives

Describe the role of the World Wide Web Consortium (W3C) in the development and continued enhancement of the World Wide Web.

Explain the architecture, directory structures, document flow, and protocols of the World Wide Web.

Describe the evolution and the functionality of the Internet and major components such as search engines and browsers.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lessons 1, 2

Assignment

Introduction Forum

Week 1 Forum(s)

Assignment 1

Week 2:

Topic

Cascading Style Sheets (CSS) and Graphical Elements and Hyperlinks

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lessons 3, 4

Assignment

Week 2 Forum(s)

Assignment 2

Week 3:

Topic

HTML Tables

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lesson 5

Assignment

Week 3 Forum(s)

Assignment 3

Week 4:

Topic

Web Forms

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lesson 6

Assignment

Week 4 Forum(s)

Assignment 4

Week 5:

Topic

Video, Audio and Image Techniques

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Code Web pages in compliance with the Document Object Model.

Explain the rudiments of the Hyper Text Markup Language.

Readings

SDA:

Lesson 7

Assignment

Week 5 Forum(s)

Assignment 5

Week 6:

Topic

Extending HTML, JavaScript, and DHTML Fundamentals

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lesson 8

WDS:

Lesson 30

Assignment

Week 6 Forum(s)

Assignment 6

Week 7:

Topic

GUI HTML Editors, Plug-Ins and Java Applets, HTTP Servers, Web Applications

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lesson 9

WDS:

Lesson 31-32

Assignment

Week 7 Forum(s)

Assignment 7

Week 8:

Topic

Databases, Website Development for Business, and Website Publishing and Maintenance

Learning Objectives

Create Cascading Style Sheets (CSS) to standardize the format across multiple web pages.

Build Web pages using Hyper Text Markup Language.

Readings

SDA:

Lesson 10

WDS:

Lesson 33-34

Assignment

Week 8 Forum(s)

Reflection Forum

Final Project

Evaluation

This course requires disciplined independent practice and individual completion of assignments. Although Distance Learning provides you with a flexible schedule to meet your professional, personal, and academic responsibilities, you are expected to follow the syllabus and submit assignments on time and on schedule. **Assignments and *initial* forum posts may be submitted up to one week late, but will lose 5 points per day late.** For forum *initial* posts, this means Thursday of the week following the due date. Follow-up posts will not receive any credit if posted after the due date (Sunday of the discussion week). After one week past the due date, assignments and initial forum posts may not be submitted for credit. All work must be

submitted by the end of the class session. **No** assignments will be accepted after the class end date.

Important Note: Due dates for all forums and assignments are in **Eastern Time!** No exceptions. If you live in another time zone, plan accordingly and be aware of the time difference to ensure that you submit all of your work by the Eastern Time Zone deadlines each week.

Reading Assignments

Each week, you will be assigned chapters from the class textbook to read. You will be evaluated on your understanding of the material in your readings through your forum contributions, assignments, and final project. In order to grasp the weekly course objectives and participate fully in the discussions, it is highly recommended that you read each week's assigned reading chapters before participating in the week's forum discussion and completing your weekly assignments.

Supplemental Readings

Students are encouraged to research weekly topics on the Internet and use their research findings in their forum posts and weekly assignments to support their points.

Forum Participation

Each week you will be expected to participate in a class discussion on the forum. Each week's discussion questions can be found on the forum itself. Each one of you will have different and unique experiences and points of view related to the topics that we are learning each week, and we can all learn from each other by sharing our thoughts and ideas together on the forum. Your participation in the forums unleashes the power of synergy in our classroom. To facilitate this interaction, please be prompt when posting your forum work for each week, allowing time for the others to actively engage in the dialogue.

Forum Timing: Your initial post, with your answers to the week's questions, is due by 11:55 PM ET on Thursday each week, to allow adequate time for your classmates to read and reply to your posts. Your two follow-up posts are due by 11:55 PM ET on Sunday. Between Thursday and Sunday, be sure you read all of the follow-up posts to your own posts and reply to any questions or requests for clarification posted by your classmates or your instructor. In your posts, you are encouraged to conduct research and use other sources to support your answers.

Initial **forum posts may be submitted up to one week late (Thursday of the week following the initial due date), but will lose 5 points per day late.** Follow-up posts will not receive any credit if posted after the due date. After one week past the due date, assignments and forum initial posts may not be submitted for credit.

Forum Guidelines:

- Your initial post in each forum, answering the week's discussion questions, is due by 11:55 PM ET on Thursday each week.
- Initial responses should be no less than 250 words of your own writing (not including your reference list).
- Do not include my questions or discussion prompts in your post. You may number your answers, but your post should contain only your own original writing (the 250-word minimum is based only on **your** words in the post).
- Write in complete sentences and full paragraphs and avoid using lists of any kind in your posts.
- Your initial post must be original in content and demonstrate a thorough analysis of the topic.
- Include your own personal experience related to the topic being discussed. If you do not have prior experience with web development, describe your experiences with learning web development each week in this course.
- You should also conduct research on the topic of discussion using outside sources, in addition to your textbook, each week. You are encouraged to use the APUS Online Library to find scholarly articles related to the topics of discussion. You may also use the Internet to search for information, but make sure you only use scholarly and authoritative sources (not Wikipedia or other similar sites).
- Write in your own words and avoid copying and pasting from other websites.

- If you do quote from a source, keep quotations to a minimum – I would rather see you express your own understanding of what you learned from your sources, in your own words.
- Reply to at least 2 of your classmates in each forum by 11:55 PM ET on Sunday each week.
- Replies to classmates should be no less than 150 words each.
- For practical reasons, when you respond to other learners' posts, please start your response by addressing the student you are replying to by their name.
- Responses to classmates must be significant in content, to advance the discussion forward. Your responses should add additional insight to the discussion or challenge your classmates' opinions.
- You are encouraged to log into the classroom several times each week to participate in the class discussion on the forum.
- Refer to the forum and the Rubric for Grading (posted in each forum) for more details on grading. Forum postings are a significant part of your grade and I will be looking for quality and depth in your participation in the weekly forum discussions.

Exams/Quizzes

Each week you will take one or more quizzes on the CIW Online Resources website (http://education.certification-partners.com/ciw/). You may take each quiz as many times as you wish on the CIW website, although you will only submit your highest score in the APUS classroom. You must score 75% or higher on all quizzes to receive credit for them (except for the Pre-Assessment, which you receive credit for completing with any score, since it is simply designed to test your prior knowledge at the start of the course). After taking each test, you will need to take a screenshot of your score on the CIW website and submit the screenshot (image file) of your quiz score along with your assignment each week, in the Assignments area of the classroom. **Important Note:** Your screenshot **must** be an actual image file (.jpg, .gif, .tiff, .png, etc.) and not a Word file. In order to receive credit for each quiz you must create an actual screen capture (image file) and not simply copy and paste your score.

Assignments

You will have an assignment due each week in this course. They will consist mostly of the creation of original Web pages, applying what you have learned each week. These assignments are designed to give you hands-on practice in designing Web pages with HTML, CSS, and JavaScript. Most weekly assignments will require you to create a Web page from scratch, applying the techniques you learned in that lesson, or to modify and build on Web pages that you created in previous weeks. Detailed instructions for each assignment will be posted in the Assignments area of the classroom at the beginning of each week.

Final Project

You will have a Final Project due at the end of Week 8. Detailed instructions for the final project can will be posted in the Assignments area of the classroom at the beginning of Week 8.

<u>Standards for Original Work:</u>

All work submitted must be original work. Incidents of academic dishonesty will result in you failing the assignment, and repeat incidents will result in failing the course. I check forum posts and assignments regularly for incidents of plagiarism and academic dishonesty. Please read and understand the University policy on academic dishonesty (Plagiarism Policy). When writing about ideas learned from your sources, you must summarize the ideas **in your own words** (rather than using direct quotations from your sources). Be sure to provide appropriate citations and references on your forum posts and assignments to give credit to your sources for the ideas you are paraphrasing and writing about, even though you will not be directly quoting from your sources.

Grading:

Name	Grade %
Forums	20.00 %
Wk 1 Topic 1	2.22 %

Wk 1 Topic 2	2.22 %
Wk 2 Topic 1	2.22 %
Wk 3 Topic 1	2.22 %
Wk 4 Topic 1	2.22 %
Wk 5 Topic 1	2.22 %
Wk 6 Topic 1	2.22 %
Wk 7 Topic 1	2.22 %
Wk 8 Topic 1	2.22 %
Extra Credit	1.00 %
Wk 6 Topic 2 Forum	1.00 %
Assignments	60.00 %
Assignment 1	8.57 %
Assignment 2	8.57 %
Assignment 3	8.57 %
Assignment 4	8.57 %
Assignment 5	8.57 %
Assignment 6	8.57 %
Assignment 7	8.57 %
Final Project	20.00 %
Final Project	20.00 %

Materials

Book Title: Site Development Associate v2.1 Academic Student Guide and Web Design Specialist Academic Student Guide - E-book provided inside the classroom

Author: CIW

Publication Info: CIW

ISBN: 9780742332706 & 9780742327214

Additional references are found in the Lessons area of the classroom, embedded in the weekly lessons.

Course Guidelines

Citation and Reference Style

- Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an

account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment.
- Generally speaking, late work may result in a deduction up to 20% of the grade for each day late, not to exceed 5 days.
- As a working adult I know your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc) See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of this particular group.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting time after which the instructor will grade comments, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and hopefully important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

University Policies

Student Handbook

- Drop/Withdrawal policy
- Extension Requests

- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.