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374-1S Introduction to Web Site Development

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Intro to Web Site Development
INFO374
Summer, 2010

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Required Texts:

> *HTML AND XHTML, 5th Ed., Comprehensive,* Patrick Carey, Course Tech., 2009.
> ISBN-10: 1-4239-2546-7; ISBN-13: 978-1-4239-2546-0

Course Description
The course will consist of lectures, demonstrations, and hands-on experience for using Internet and World Wide Web services and tools, with emphasis on web page and site development.

Lab activities will include hands-on Web page and site development with emphasis on professional site design principles. Students are required to publish a personal Web site.

Objectives:

Students will learn to:

- Design quality Web pages
- Design efficient and effective Web sites
- Write XHTML/HTML code
- Publish a Web site to a server
- Use forms and scripts to enhance Web sites
- Use tools and techniques for including images, multimedia, etc. in Web site design
- Evaluate options for service providers and publishing
- Be aware of ethical, security, and other issues involved with site design
- Use other tools such as telnet, ftp, etc., to access resources on the Internet
- Explore an advanced topic in one or more of the following areas:
    - Professional Site Development
    - Advanced Research Techniques
    - Scripts (CGI, JavaScript, VBScript, etc.)
    - Active Server Pages (ASP .Net)

- Commerce and Marketing on the Web

College Mission Statement

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition."

In this course, we provide students with an understanding of the importance of Web site development to an organization. Additionally, we provide students the opportunity to apply this knowledge to real business problems through group interactions as well as hands-on microcomputer training.

Class Participation

Adequate participation in classroom and laboratory activities (including out-of-class) is essential. You may participate by asking questions, raising issues, providing information, or by many other means. Class participation is absolutely necessary and will be graded as such.

Attendance Policy

Regular attendance is expected from all students. Attendance will be reflected in your participation grade. Excessive absences will will result in a grade of 0 for participation.

Assignments

Various assignments will be given throughout the term. Keep posted to the Assignment board for details.

Projects

Personal Web Site Development

All students will design and develop a personal Web site to be published on a Xavier server. Projects will be graded on adherence to guidelines presented in class, along with creativity and suitability to task. See the Assignment board for details on Personal Site Guidelines.

Exams

A midterm exam will be given at the beginning of the second Saturday class meeting. Questions will include multiple, along with an in-class lab assignment to demonstrate mastery of the process. Project work will be used in lieu of a final exam.

Grading

Exam: 50 points
Personal Site: 20 points
Assignments: 20 points
Participation: 10 points