July 26, 2005

Syllabus - Fall 2005

Syllabus
EDIT 772 - A4 Web Tools - Dreamweaver MX

MW August 31-October 3, 2005
7:20-10pm
Commerce II, room 101
Jeff Williamson
jeff@jeffwilliamson.org
(703) 237-6450 (home)
(703) 599-9097 (mobile)
Fall 2005

Course Description

A. Prerequisites:

No course prerequisites. Moderate computer literacy is required- students need to be able to use a windowed operating system to create, save, find, and edit files. Some experience with HTML and graphics is helpful.

B. University catalog description:

772 Web-Based Instructional Tools (2:2:0) Overview of web page development tools. Gives students an opportunity to develop designing principles and skills for publishing documents on the web. Students interact with a variety of web publishing software programs, and work with general design principles to develop a series of web pages based on a given theme.

Nature of Course Delivery

Course instruction is delivered via face to face meetings, the course text, handouts, CD, and posted web pages.

Course Purpose and Intended Audience
The core purpose of this class is enable core audience members to produce web pages appropriate to their program goals. The core audience for this class is GSE students in the IT program.

**Student Outcomes**

At the end of this course, students should be able to

- develop web pages according to the checklist of design and technical standards given on the course web site
- demonstrate proficiency in the core functions of Dreamweaver MX
- demonstrate proficiency with HTML code
- demonstrate ability to read CSS code
- demonstrate proficiency in basic web design, usability, and accessibility
- demonstrate the OS (e.g. Windows) and web server (e.g. GMU student web page hosting) skills necessary to manage a web site

Proficiency is defined by a score of 80% on quiz and project assignments based on the outcomes above.

**Required texts and equipment**

- Course CD (provided)
- A large-format storage device or service. For most people, this will be a USB drive (any size). You may also use an online virtual drive service such as the free GMail drive (on course CD).

It is very difficult to complete the work for this course entirely in the GMU labs. I recommend that you have a home computer on which you can (a) load the evaluation copy of Dreamweaver from the course CD and (b) access the Internet. If by our second or third meeting you don't have something like this, please let me know.

**Course Format**

Class sessions will usually have four parts

- a quiz or test (if scheduled)
- review and discussion
- new material
- hands on practice
Course content and pacing tends to be altered by what comes up in review and discussion. All assignments may be completed individually, but projects may be done in groups if desired.

**Course Assignments**

Point values are converted from percentages of any given set of criteria. E.g. we have 5 quizzes with a total of 50 questions, 45 questions answered correctly = 90%, which converts to 18 of 20 points for your Quizzes & Projects score.

**20 points - Quizzes & Projects**

We will have short, mostly 10-point, weekly exercises on aspects of Dreamweaver, HTML, and CSS that have been covered in class and/or homework readings. Some of the early exercises will be quizzes; later exercises will be small projects.

**20 points - Design treatment for final project**

This should be thoughtful, a minimum of 2 pages long, and cover the items below.

1. Three brief summaries of three peer or competitors site to your site (e.g. if you're doing a portfolio, your peers/competitors are other portfolio sites). What is the focus of each? 6 or so strengths and weaknesses? 2-3 implications for your project?
2. Goal(s) for your site user (e.g. remember me from every other applicant, keep up with class assignments, work with my groups, find latest information, connect with others, be entertained)
3. Key features to help your users reach their goals (e.g. lots of content, a frequent blog, a wiki, a virtual work space, a mailing list, course assignments, online activities, special help/coupons/offers, etc.)
4. Mockup layout with color codes, type faces and sizes, and any graphic themes. Feel free to draw this rather than code it.
5. 3 possible, available domain names for your site (e.g. JosieSmith.name, JSInstructionalDesign.com, or RestonDesigner.com). [Nameboy.com](http://nameboy.com) can help you research word combinations and availability.
6. The treatment should be neatly done, without substantial writing problems.

Immersion students should work on their required portfolio, using the rubric and examples from the page at [http://edit772.com/blog/archives/2005/04/web_portfolios.html](http://edit772.com/blog/archives/2005/04/web_portfolios.html)

Of course it's a good idea to reference the final project requirements when you're working on your design treatment.
The most common problem is too-short papers - perfunctory short answer questions to items 1-6 above. Your site doesn't have to be the Next Great Thing, but you do need to establish what's going to make your site different and worthwhile in some way.

Point scores on this assignment come from my own judgement and the requirements above. Students who wish to resubmit this assignment once are encouraged to - it's best for both of us if you start with a good design treatment.

**60 points - Final project**

Your final project will be a web site of some kind that contains the requirements listed on a separate page.

**Formula for Grading**

90-100 - A  
80-89 - B  
70-79 - C  
60-69 - D  
below 60 - F

Standard GMU and GSE policies apply to grades of "W" and "I."

**Attendance**

Absences of more than 20% of a class make it difficult both for the student to keep up with material and to sufficiently contribute to the class. Absences of more than 40% will result in a grade of W, I, or F, depending on the student's actions and judgement of the instructor.

**Late work**

Quizzes and Projects need to be completed before the next class. Design treatments and final projects need to be completed before 10/3. Penalties for work submitted beyond these deadlines are at the instructor's discretion; a 20% deduction is likely.

**Tentative List of Topics to Be Addressed in Each Class Session:**

**Sessions 1-3**


**Sessions 4-6**

Sessions 7-10

Topics TBD by students. May include additional work on topics listed above, or new subjects such as web hosting and domains, scripting, blogs and RSS, or wikis.

**Statement of GSE Expectations**

The Graduate School of Education (GSE) expects that all students abide by the following:

* Students are expected to exhibit professional behavior and dispositions. See gse.gmu.edu for a listing of these dispositions.
* Students must follow the guidelines of the University Honor Code. See [http://www.gmu.edu/catalog/apolicies/#TOC_H12](http://www.gmu.edu/catalog/apolicies/#TOC_H12) for the full honor code.
* Students must agree to abide by the university policy for Responsible Use of Computing. See [http://mail.gmu.edu](http://mail.gmu.edu) and click on Responsible Use of Computing at the bottom of the screen.
* Students with disabilities who seek accommodations in a course must be registered with the GMU Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester. See [www.gmu.edu/student/drc](http://www.gmu.edu/student/drc) or call 703-993-2474 to access the DRC.

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Posted by Jeff at July 26, 2005 10:58 PM