

INSC 598: Web Design
Spring 2020
Instructor: Dr. Vandana Singh

Date	Topic	Assignment Due
Jan 10	Introduction to Web Design	
Jan 17	Design Critique; Planning for Good Website Design	
Jan 24	Page Layout Techniques	
Jan 31	Information Architecture, IA Methods	A1
Feb 7	Cascading Style Sheets (CSS)	
Feb 14	Tools for Web Development I	
Feb 21	Tools for Web Development II	
Feb 28	Content Creation for the Web (Graphics)	A2
Mar 6	Writing for the Web	
Mar 13	Usability Testing and Website Assessment	
Mar 20	Spring Break – No Class	
Mar 27	Responsive Web Design; Mobile First Design	A3
Apr 3	Website Visibility; SEO and Google Analytics	
Apr 10	No Class	
Apr 17	Future Trends in Web Design	A4
Apr 24	Final Presentations	

Class Time: Friday: 12:40 pm to 1:55 pm

Class Location: Online Zoom Sessions <https://tennessee.zoom.us/j/204016927>

Office Hours: Please email me at vandana@utk.edu for setting up a zoom or in-person meeting.

Course Objectives

INSC 598 Web Design provides hands-on experience with latest web site design tools and techniques as well as a theoretical insight into emerging trends and techniques. Emphasis is on understanding the basics of web design, website creation, and evaluation.

At the end of the semester, based upon your personal experiences and the class readings, lectures discussions and assignments, you will be able to:

1. Apply Web design concepts and techniques to plan, create, test, publish, and manage Web sites.
2. Acquire XHTML (Extensible Hypertext Markup Language) website development skills
3. Acquire CSS (Cascading Style Sheets) web development skills
4. Compare & contrast various web development tools and demonstrate knowledge of differences between hand coding and visual development of websites.
5. Demonstrate basic knowledge of evaluating websites and conducting usability testing.
6. Demonstrate knowledge of tools that make websites effective.
7. Explain and describe techniques to improve search engine optimization.
8. Explain and discuss Responsive Web Design.

Required Materials

Readings

There is no specific textbook for this course. Instead, readings will be assigned each week. Most will be available via the WWW, the UT library Web site, or the course Blackboard site. Some may also be available via course reserves.

Computing Requirements

Blackboard

The syllabus and other course-related information is available on the Canvas system <https://utk.instructure.com/courses/94571>. This system provides support for asynchronous

communications for the course. You will need your NetID and password to access the materials at Online@UT.

Reading Materials

Reading materials will be available online, either on the Internet or UTK library. Readings for each week will be given in advance and it will be the responsibility of the student to complete the readings and contribute to the class discussions based on the readings.

Grades

Grades are based on individual assignments (30%), group assignments (50%), Learning Summary (5%), Class Participation (10%) and Attendance (5%).

Assignment	Points	Due	Type	Learning Outcome
Assignment 1 (Website Critique)	15		Individual	8 and 9
Assignment 2 (Create a Website)	25		Group	8, 9, and 3
Assignment 3 (Usability Evaluation)	15		Individual	8, 9, and 6
Assignment 4 (Website Redesign)	25		Group	8, 9, and 4
Presentation	5			
Learning Summary	5		Individual	
Participation (In Class + on BB)	10 (5+5)			
Total	100			

Policy on late submission of assignments and projects: A minimum of 5% will be deducted from your grade for each 24 hour period your submission is late. The assignments will not be graded after one week of due date. Please contact me prior to any assignment or project due date (as far in advance as possible) in order to negotiate adjustments due to an emergency.

Your presence and participation is vital to the success of this class: attendance and class participation are expected and do affect the "participation and attendance" portion of your final grade. If an absence is unavoidable, please e-mail me before the absence, if at all possible.

Class participation includes contributing during class discussions — sharing your thoughts and experiences about information technologies — and monitoring and posting to the asynchronous discussion boards (located on Blackboard) each week. The quality of your contributions is more important than the quantity of contributions.

Read the assigned materials prior to the class for which they are assigned, and be prepared to refer to passages or issues of interest to you during our discussions. Ensure your class participation by responding on Blackboard to the readings, and responding to others' postings. If you have questions about the class, look at the "Questions About Class / General Discussion" discussion board.

Please post your questions first to the class bulletin boards located on the Blackboard system at <http://blackboard.utk.edu/webapps/login/> unless the question is of a confidential nature (e.g., grades). Sharing your questions is helpful because (1) other people may have the same or similar questions and (2) you may get a faster or better response from other people in the class. I will be reading the discussion boards almost daily.

When you send me an email please make sure you are using your UTK email and have IS 598 in the subject line. If you use a non utk email id, there is a high chance that it will be filtered to my spam folder and hence be missed. If you do not receive a response from me within 48 hours, please resend the email.

Use of Mobile Apps – Class Policy

Use of Mobile Apps for Blackboard Learn should be limited to checking the content posted on the class site including announcements, grades and discussion board posts. Use of Cellphone Mobile Apps for Blackboard Collaborate to attend classes is prohibited. **The instructor reserves the right to ask you to logout from the Collaborate session if you are using a Mobile App to attend the class.**

Final grades will be assigned as follows:

Letter	Score (%)	Semantics
A	91-100	Superior performance.
B+	85-90	Better than satisfactory performance.
B	79-84	Satisfactory performance.
C+	75-78	Less than satisfactory performance.

C	70-74	Performance well below the standard expected of graduate students.
D	60-69	Clearly unsatisfactory performance; cannot be used to satisfy degree requirements.
F	0-59	Extremely unsatisfactory performance; cannot be used to satisfy degree requirements.
I	N/A	A temporary grade indicating that the student has performed satisfactorily in the course, but, due to unforeseen circumstances, has been unable to finish all requirements. An "I" will not be give to enable a student to do additional work to raise a deficient grade. All incompletes must be removed within one year

CCI Diversity Statement (College of Communication and Information Bylaws, Section II-C)

The College of Communication and Information recognizes that a college diverse in its people, curricula, scholarship, research, and creative activities expands opportunities for intellectual inquiry and engagement, helps students develop critical thinking skills, and prepares students for social and civic responsibilities. All members of the College benefit from diversity and the quality of learning, research, scholarship and creative activities is enhanced by a climate of inclusion, understanding and appreciation of differences and the full range of human experience. As a result, the College is committed to diversity and equal opportunity and it recognizes that it must represent the diversity inherent in American society. The College is acutely aware that diversity and fairness are foundations that unite the College’s faculty, staff, students, and the larger communication and information community (see <http://www.cci.utk.edu/diversity-statement> for CCI’s full Diversity Statement).

Disability Statement:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office of Disability Services at 865-974-6087 in 2227 Dunford Hall to coordinate reasonable accommodations for students with documented disabilities.

<http://ods.utk.edu/faculty/students.php>

Academic Integrity

University of Tennessee Policy: "The responsibility for learning is an individual matter. Study, preparation and presentation should involve at all times the student's own work, unless it has been clearly specified that work is to be a team effort. Academic honesty requires that all work presented be the student's own work, not only on tests, but in themes, papers, homework, and class presentation. There is a clear distinction between learning new ideas and presenting them as facts or as answers, and presenting them as one's own ideas. It is part of the learning process to incorporate the thoughts or ideas of others into one's own mind and presentations with the purpose of learning and enlarging on personal boundaries of knowledge." (Hilltopics: Student Handbook, 2006-2007, p. 40. Available at <http://web.utk.edu/~homepage/hilltopics/HILLTOPICS2006-07.pdf>). "The University expects that all academic work will provide an honest reflection of the knowledge and abilities of both students and faculty. Cheating, plagiarism, fabrication of data, providing unauthorized help, and other acts of academic dishonesty are abhorrent to the purposes for which the University exists. In support of its commitment to academic integrity, the University has adopted an Honor Statement (see page 11)." (Hilltopics: Student Handbook, 2006-2007, p. 41. Available at <http://web.utk.edu/~homepage/hilltopics/HILLTOPICS2006-07.pdf>).

The instructor reserves the right to change the syllabus as and when required