

INSC 598: WEB DESIGN

COURSE INFORMATION

INSC 598 WEB DESIGN, Summer 2021 University of Tennessee, Knoxville

Course Section:

Course Credit Hours: 3 hours

Faculty Contact Information

- Dr. Vandana Singh
- vandana@utk.edu
- 453 Communications Building
- 865-974-2785
- www.sis.utk.edu/vandana
- Office Hours by appointment via email



Instructor Availability

Please don't hesitate to email me with updates, questions, or concerns. I will typically respond within 24 hours during the week and 48 hours on the weekend. I will notify you if I will be out of town and if connection issues may delay a response.

COURSE DESCRIPTION

Provides hands-on experience with creating websites using latest web site design tools and techniques as well as a theoretical insight into emerging trends and techniques. Emphasizes understanding the basics of web design, website creation and evaluation. Covers basics of usability testing and search engine optimization.

Course Learning Outcomes (CLO)

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

CLO # 1 - Apply Web design concepts and techniques to plan, create, test, publish, and manage web sites.

CLO # 2 - Create websites using XHTML (Extensible Hypertext Markup Language) and CSS

CLO # 3 - Compare various web development tools and discuss differences between hand coding and visual development of websites.

CLO # 4 - Design and conduct simple usability tests for websites.

CLO # 5 - Define and discuss search engine optimization, web analytics and responsive web design.

SIS Program Learning Outcomes Addressed in this Course

PLO # 3 - Apply the general principles, values, and ethical standards of providing information services in a variety of settings and for diverse populations.

PLO # 4 - Comply with the changing responsibilities of the information professional in a culturally diverse and networked global society.

PLO # 6 - Analyze and apply standards or policies related to the processes of creation, organization, distribution, storage, access, retrieval, management, use or preservation of information.

PLO # 8 - Assess and implement information technologies, systems, sources and services that serve users effectively and efficiently.

PLO # 9 - Analyze research and apply it to information practice.

| Assignment | Points | Type | PLO | CLO |
|-------------------------------------|--------|------------|-------------|---------|
| Assignment 1 (Website Critique) | 15 | Individual | 8 and 9 | 1 |
| Assignment 2 (Create a Website) | 25 | Group | 8, 9, and 3 | 2 |
| Assignment 3 (Usability Evaluation) | 15 | Individual | 8, 9, and 6 | 4 |
| Assignment 4 (Website Redesign) | 25 | Group | 8, 9, and 4 | 3 and 5 |
| Learning Summary | 5 | Individual | | |
| Activities - Workshops | 15 | Individual | | |

LEARNING ENVIRONMENT

This is a fully online course, which means to complete this course you are not required to travel to campus. You will participate in this course asynchronously and using Canvas, the University of Tennessee's Learning Management System. Synchronous sessions will be conducted using Zoom [if applicable]. Additional [Canvas](#) and [Zoom](#) resources are available for students unfamiliar with these online environments.

HOW TO BE SUCCESSFUL IN THIS COURSE

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. 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

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

This course adopts an active learning approach. Students are required to complete all required readings, attend all class lectures, complete graded activities and assignments, and participate in all class activities, including instructor-led and student-led discussions, and small-group and individual activities. All recommended readings will be uploaded on the course Canvas site.

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 discussion board 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.

For additional support, please review this page from UT's Online Programs [How to be Successful in an Online Course](#).

COURSE REQUIREMENTS

Texts/Resources/Materials

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 Canvas site. Some may also be available via course reserves.

Computer Requirements

The syllabus and other course-related information is available on the Canvas system. This system provides support for asynchronous communications for the course. You will need your NetID and password to access the materials at Online@UT. You will be asked to download software from the UT Software Store.

Technical Support

For technical issues, contact the OIT HelpDesk by phone at (865) 974-9900 or at the [Walk-in HelpDesk](#). For IT and Computing issues, use the online [Contact Form](#).

COURSE COMMUNICATIONS POLICY

- The course instructor is required to communicate with students through UTK email address. When you send me an email please make sure you are using your UTK email and have **INSC 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.
- Feel free to contact me for questions or to share ideas! To ensure quick response, start your message subject line with **INSC 598**. I will reply to your messages *within 48 hours*.
- This course is offered in a virtual mode using Canvas & Zoom. The delivery of the course content will include lectures, videos, discussions, live demonstrations, and hands-on training activities.
- All lecture slides will be posted on Canvas. Read the class announcement posted on Canvas to stay current with course matters.
- Submit assignments on Canvas. Do not email them to the instructor.

COURSE ATTENDANCE AND PARTICIPATION POLICY

Campus Closures

Online, distance, and hybrid courses follow the same academic calendar and semester schedule as on campus courses. If the university closes campus for any reason, including [inclement weather](#), instructors teaching online should not penalize students who are unable to attend, submit assignments, or otherwise participate in an online, distance, or hybrid class session.

UNIVERSITY POLICIES

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>).

University Civility Statement

"Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, graciousness, cordiality, affability, amiability and courteousness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other's well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus." See the [UT Principles of Civility and Community](#).

Disability Services

Any student who feels s/he may need an accommodation based on the impact of a disability should contact Student Disability Services in Dunford Hall, at 865-974-6087, or by video relay at, 865-622-6566, to coordinate reasonable academic accommodations.

Key Campus Resources for Students

- [Center for Career Development](#) (Career counseling and resources; HIRE-A-VOL job search system)
- [Course Catalogs](#) (Listing of academic programs, courses, and policies)
- [Hilltopics](#) (Campus and academic policies, procedures and standards of conduct)
- [OIT HelpDesk](#) (865) 974-9900
- [Schedule of Classes/Timetable](#)
- [Student Health Center](#) (visit the site for a list of services)
- [Student Success Center](#) (Academic support resources)
- [Undergraduate Academic Advising](#) (Advising resources, course requirements, and major guides)
- [University Libraries](#) (Access to library resources, databases, course reserves, and services)

*Please note: The instructor reserves the right to revise, alter or amend this syllabus as necessary. Students will be notified in writing/email of any such changes.