

COM 1010 - Basic Web Design
3 Credit Hours

Course Description:

This course presents the principles for planning well-designed web pages and websites. It explores the factors that affect web layout and design such as organization, navigation, usability, accessibility, typography, graphics and color.

Course Outcomes:

- To provide an understanding of typographic and design fundamentals
- To familiarize students with the process and principles of web design
- To emphasize usability from the audience's perspective
- To help prepare students for an entry-level job as a Web Technician

Prerequisites and Corequisites:

Basic computing and keyboarding skills.

Course Topics:

- The infrastructure behind the internet and the Web
- The evolution of web page design
- Job titles, duties, and teamwork
- Basic principles of design
- Defining the purpose for a web site
- Identifying the audience for the web site
- Planning the content of a web site
- Designing the site's structure and developing a flowchart
- Establishing a page layout
- Working with navigation and developing a storyboard
- Basic principles of typography
- Types of graphics and multimedia available
- Testing the site before publishing

Specific Course Requirements:

Students should be able to save a computer document as a specific format such as a text (.txt) file or as a GIF (.gif) file. Word (.doc) files and some graphic formats (such as .bmp or .pict) are not compatible with web browsers and will not be suitable attachments. If these are new concepts for you then you'll want to find someone to help you understand this process.

Required Textbooks:

Please visit the [Virtual Bookstore](#) to obtain textbook information for this course. Move your cursor over the "Books" link in the navigation bar and select "Textbooks & Course Materials." Select your Program, Term, Department, and Course; then select "Submit."

Supplementary Materials:

It's strongly recommended that you make regular backups of your work for this class in case the hard disk in your computer fails.

Hardware and Software Requirements:

Minimum hardware requirements can be found [here](#).

Minimum software requirements can be found [here](#).

Common applications you might need:

To read a PDF file download the latest version of [Adobe Reader here](#)

Don't have Microsoft Word? Explore an alternative [OpenOffice here](#)

Accessing a PowerPoint file? Download the [PowerPoint Viewer here](#)

Web Resources:

Purdue [OWL Online Writing Lab](#) (for APA, MLA, or Chicago style)

The Writing Center [Online Writer's Handbook](#)

Student Resources:

- Technical support information can be found on the [TN eCampus Help Desk](#) page.
- Smarthinking virtual tutoring is available **FREE** of charge. to access Smarthinking, visit the course homepage and select Smarthinking under Course Resources. You also view [sample sessions](#) to see what Smarthinking offers and how it works.
- Information on other student issues or concerns can be located on the [TN eCampus Student Resources](#) page.

Instructor Information:

Please see "Instructor Information" in the Getting Started Module for instructor contact information, virtual office hours, and other communication information. You can expect to receive a response from the instructor within 24-48 hours unless notified of extenuating circumstances.

Testing Procedures:

There will be an open book quiz nearly every week. There are two scheduled exams; a Midterm and a Final. You must take your exams during the scheduled week or receive a zero. The midterm and final exams are proctored.

The easiest way to take a proctored exam is to travel to a testing center on one of the TBR college campuses. Contact your declared home institution for information about their testing center and policies. For example; the Nashville State Community College Testing Center requires that you bring two forms of identification, does not allow cell phones, and does not allow children to accompany you. A photo ID is required. If you do not bring proper identification you will not be allowed to take the exam.

Many of the testing centers require that you make an appointment, and TN eCampus requires that you take your exams during a specific week. Students are responsible for making appointments in advance with the testing centers. If you fail to obtain an appointment and miss a test you'll receive a zero.

Most college campuses require that you have a parking permit. You should either purchase a parking permit or contact the Security office to ask about a temporary parking permit.

If your location is too remote from an official testing center (or if you're unable to travel) you'll need to contact your instructor at the beginning of the semester and [arrange for an acceptable proctor](#) to monitor your exam.

Grading Procedures:

Students will answer questions, analyze sites for structure, create flowcharts and storyboard designs, and contribute to a variety of discussion board topics.

Each student will research and post a report on an individual who has contributed to the evolution of the internet, the web or interface design.

Students will work in teams to test selected sites for navigability and usability factors. Grades for group discussions and other types of projects will reflect whether you addressed the topic completely and appropriately.

Late or missing assignments will receive a score of zero. D2L will not accept submissions after 11:59 PM on the due date. The instructor is not responsible for differences between your clock and the clock on the server. Don't wait until the last minute to submit your work.

Grading Scale:

100-93---A

92-85---B

84-75---C

You'll need a C average or better to pass this course: no D grades will be issued. Notice that the grading scale for this class may be different from the grading scale used in other classes you may be enrolled in. The scores for your various assignments will be averaged according to percentages.

- 25% - Projects/Assignments
- 20% - Discussion/Participation
- 25% - Quizzes
- 30% - Midterm and Final exams

Assignments and Projects:

A sequenced list of assignments and projects is provided within the course.

Class Participation:

Attendance will be determined by online communications. If your instructor does not hear from you for a two week period (either by e-mail, phone, or submission of projects) you will be dropped from the course with a grade of WF (withdrawal failing).

The mere act of logging in to class is not considered participation. You must contribute to the discussions and turn in your assignments to be considered a participant.

Students are required to check their in-class mail and to participate in all scheduled discussions on a regular basis. If your computer fails you are advised to find another computer to log in to class from.

Late Policy:

The course calendar will provide due dates. Most assignments provide a week long window to complete and submit the work. Don't wait until the due date to join a discussion board assignment or your classmates will not have time to respond to your postings.

Course Ground Rules:

The following two statements (1., 2.) were derived from the TBR System-wide Student Rules document, released January 2012:

RULES OF THE TENNESSEE BOARD OF REGENTS STATE UNIVERSITY AND
COMMUNITY COLLEGE SYSTEM OF TENNESSEE SYSTEMWIDE STUDENT RULES
CHAPTER 0240-02-03 STUDENT CONDUCT AND DISCIPLINARY SANCTIONS

[Read the document in its entirety here.](#)

1. Standards of Conduct:

- Students are required to adhere to the same professional, legal and ethical standards of conduct online as on campus. In addition, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, and while participating in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions.

2. [Review the TN eCampus Academic Integrity/Academic Honesty Policy:](#)

- In their academic activities, students are expected to maintain high standards of honesty and integrity. Academic dishonesty is prohibited.

Such conduct includes, but is not limited to:

- an attempt by one or more students to use unauthorized information in the taking of an exam
- to submit as one's own work, themes, reports, drawings, laboratory notes, computer programs, or other products prepared by another person,
- or to knowingly assist another student in obtaining or using unauthorized materials.

Plagiarism, cheating, and other forms of academic dishonesty are prohibited.

Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are subject to disciplinary action through the regular procedures of the student's home institution. Refer to the student handbook provided by your home institution to review the student conduct policy.

In addition to other possible disciplinary sanctions that may be imposed, the instructor has the authority to assign an "F" or zero for an activity or to assign an "F" for the course.

Other Course Rules:

Students are expected to:

- Participate in all aspects of the course
- Communicate with other students
- Learn how to navigate in Brightspace
- Keep abreast of course announcements
- Use the assigned course management (Brightspace) email address rather than a personal email address
- Address technical problems immediately:
 - [Contact Technical Support](#)
 - [View Term Calendar here](#)
- Observe course netiquette at all times.

Guidelines for Communications:

Email:

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way.

Be careful in wording your emails. Use of emoticons might be helpful in some cases.

- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members

Discussions:

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Library:

The [Tennessee Virtual Library](#) is available to all students enrolled in TN eCampus programs and courses. Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading will be included within the course modules. To access the Virtual Library, go to the course homepage and select the **Virtual Library** link under Course Resources.

Students with Disabilities:

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Disclaimer

The information contained in this syllabus is for general information purposes only. While we endeavor to keep this information up-to-date and accurate, there may be some discrepancies between this syllabus and the one found in your online course. The syllabus of record is the one found in your online course. Please make sure you read the syllabus in your course at the beginning of the semester. Questions regarding course content should be directed to your instructor.