

RYERSON UNIVERSITY

Ted Rogers School of Information Technology Management and G. Raymond Chang School of Continuing Education

COURSE OF STUDY 2017-2018

(C)ITM 780 – Web Design and Management

1.0 PREREQUISITE

The prerequisite for this course is ITM 207. Students who do not have the prerequisite will be dropped from the course.

2.0 INSTRUCTOR INFORMATION

- Name:
- Office Phone Number:
- E-mail address:
- Faculty/course web site(s): <https://my.ryerson.ca>
- Office Location & Consultation hours:
 - Your instructor is available for personal consultation during scheduled consultation hours which are posted on their office door or on the course shell in D2L Brightspace. However, you are advised to make an appointment by e-mail or by telephone before coming to ensure that the professor is not unavoidably absent.
- E-mail Usage & Limits:

Students are expected to monitor and retrieve messages and information issued to them by the University via Ryerson online systems on a frequent and consistent basis. ***Ryerson requires that any official or formal electronic communications from students be sent from their official Ryerson E-mail account.*** As such emails from other addresses may not be responded to.

3.0 CALENDAR COURSE DESCRIPTION

This course will provide the fundamental knowledge and skills for designing, developing and managing effective websites for businesses. Students will use the current standard web page language, HTML5, Javascript and Cascading Style Sheets (CSS3) to create a web presence. Best practices and web standards will be followed throughout the course. Students will also learn user centre design as a framework for web design including user needs analysis, layout, web interactivity, web publishing, management, backup and disaster recovery. This course

will give practical knowledge for a complete solution to business websites.

4.0 COURSE OVERVIEW

This course covers the key concepts, technologies, management methodologies and best practices of designing and creating business websites. It focuses on design principles that meet business goals, effective presentation of web content for a target audience and tools for managing web presence. The students will do a hands-on website development project for a professional website. The website is to be portable across different types of devices. In addition, they will consider web marketing, site performance optimization and monitoring techniques and tools.

5.0 COURSE OBJECTIVES

Upon completion of the course, the students are expected to be able to:

1. Use the user-centred design framework to design a website.
2. Use HTML tags, Cascading Style Sheets and Javascript to create and link page components.
3. Assess a variety of web development tools.
4. Demonstrate website content and interactivity to communicate information effectively and efficiently.
5. Use PHP language to process data and calculate functions on the server side
6. Demonstrate the understanding of web security, Search Engine Optimization, and website performance metrics by implementing them in the final project

6.0 EVALUATION

The grade for this course is composed of the mark received for each of the following components:

Evaluation Component	Percentage of the Final Grade
Lab	30%
Assignment 1	15%
Assignment 2	15%
Final Project	40%
Total	100%

NOTE: Students must achieve a course grade of at least 50% to pass this course.

In addition, in order to pass this course, student must pass the Final Project.

Gold points will be earned for all required evaluation components. These points may be used to purchase additional time to submit assignments or TA time

Citation Format for Essays and Term Papers

All essay assignments, term paper and other written works must adhere with APA citation format. Technical errors (spelling, punctuation, proofing, grammar, format, and citations) and/or inappropriate levels of language or composition will result in marks being deducted. You are encouraged to obtain assistance from the Writing Centre (www.ryerson.ca/writingcentre) for help with your written communications as needed.

You can find APA guidelines and academic referencing from the following online resources:

a) Ryerson Writing Support Web site:

<http://www.ryerson.ca/content/dam/studentlearningsupport/resources/citation-conventions/APA%20Basic%20Style%20Guide.pdf>

b) Ryerson Library for APA style guide: <https://library.ryerson.ca/guides/style/>

7.0 POSTING OF GRADES

- ❖ All grades, on assignments or tests must be posted or made available to students through the return of their work. Grades on final exams must be posted. However, as there may be other consideration in the determination of final grades, students will receive their official final grade in the course only from the Registrar. Final official course grades may not be posted or disclosed anywhere by an instructor.
- ❖ Posting of grades on the Course Management System (D2L Brightspace) is preferred. If grades are posted in hard copy they must be posted numerically sorted by student identification number after at least the **first four digits** have been removed. Instructors must inform students in all course management documentation of the method to be used in the posting of grades. Students who wish not to have their grades posted must inform the instructor in writing.
- ❖ Some graded work will be returned to students prior to the last date to drop a course without academic penalty.

8.0 TOPICS – SEQUENCE & SCHEDULE

Session	Topic	Readings	Activities & Due Dates
1	Lecture: Internet and Web User centred design framework and lifecycle, user needs analysis methods and techniques, wire-framing and storyboarding as specifications.	Chapter 3	Lab exercise: Lab1: Questionnaire design and data analysis Handout: Assignment 1 -Needs analysis and project proposal
2	Lecture: Internet basics The Internet and the Web, URI and Domain Names, HTML and CSS Overview,	Chapters 1, 2	Lab exercise: Lab 2: HTML5 in Dreamweaver Due: Lab 1
3	Lecture: Web design and design tools, standards	Chapters 4, 6 and notes	Lab exercise: Lab 3 – Cascading Style Sheet in Dreamweaver Due: Assignment 1 - Needs analysis and Lab 2 Handout: Assignment 2: Tool assessment and selection

4	Lecture: Web graphics, story design and narrative	Chapter 5	Lab exercise: Lab 4 – Visual thinking (paper & pencil) Due: Lab 3
5	Lecture: Navigation and hyperlinking	Chapter 7, 8	Lab exercise: Lab 5 – HTML 5 buttons and menus Handout: Project outline Due: Assignment 2: Tool assessment and selection
6	Lecture: Tables, Forms and I/O devices	Chapters 9, 10	Lab exercise: Lab 6 – HTML 5 forms Due: Lab 5
7	Lecture: Communication interfaces (asynchronous, synchronous, social media)	Chapter 11 and Lecture notes	Lab exercise: Lab 7 – HTML 5 media tags Due: Lab 6
8.	Lecture: Usability and accessibility	Chapter 12	Lab exercise: Lab 8 – Javascript Due: Lab 7
9	Lecture: Server-Side Scripting with PHP	Lecture notes http://www.w3schools.com/php/	Lab exercise: Lab 9 – PHP scripting Lab 8
10	Lecture: Web Publishing and Security Domain Name, Web Hosting, Publish with FTP, Search Engine Submission, Website Security, Security Tools, Security Best Practice	Chapter 12	Lab exercise: Lab 10 – Website security assessment Due: Lab 9
11	Lecture: Search Engine Optimization SEO Basics, Keyword Search & Targeting, Understanding Links; Measuring Success: Metrics and Analytics	http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf	Lab exercise: Lab 11 – Optimization strategies Due: Lab 10
12	Lecture: Website Management, backup and disaster recovery Being familiar with Hosting Server Backend, cPanel, Database, Webpage Files, Website Backup & Recovery	Lecture notes	Project work Project due: first week of exams

9.0 TEACHING METHODS

The course will incorporate lectures and laboratory/tutorial sessions designated at the instructor's discretion. In the lectures, theoretical concepts will be discussed with practical application scenarios. The laboratory/tutorial sessions will be dedicated to practice solving problems/exercises designed to reinforce the learning of the concepts being taught in lectures. Furthermore, it will assist to develop associated web analysis and design skills. An individual project will be assigned to the students where they will demonstrate their understanding and skills by applying appropriate tools and technologies in designing a complete professional profile website for him/herself.

10.0 TEXTS & OTHER READING MATERIALS

Title: Basics of Web Design: HTML5 & CSS3, 3rd Edition

Author: Terry Felke-Morris

Publisher: Pearson

ISBN: 978-0433970746

Resources: <http://www.w3schools.com/>

<http://sourceforge.net/projects/xampp/>

Suggested Readings:

Title: HTML and CSS: Design and Build Websites (1st Edition)

Author: Jon Duckett

Publisher: Wiley

ISBN: 978-1118008188

11.0 VARIATIONS WITHIN A COURSE

All sections of a course (Day and CE sections) will follow the same course outline and will use the same course delivery methods, methods of evaluation, and grading schemes. Any deviations will be posted on D2L Brightspace once approved by the course coordinator.

12.0 OTHER COURSE, DEPARTMENTAL, AND UNIVERSITY POLICIES

- For more information regarding course management and departmental policies, please consult the ‘**Appendix of the Course of Study**’ which is posted on the Ted Rogers School of Information Technology Management website, <http://www.ryerson.ca/content/dam/itm/documents/cos/Appendix.pdf>. This appendix covers the following topics:
 - 12..1 Attendance & Class Participation
 - 12..2 Email Usage
 - 12..3 Request for Academic Consideration
 - 12..3.1 Ryerson Health Certificate
 - 12..3.2 Academic Accommodation for Students with Disabilities
 - 12..3.3 Religious, Aboriginal or Spiritual Observance
 - 12..3.4 Re-grading and Recalculation
 - 12..4 Examinations & Tests
 - 12..4.1 Period of Prohibition from Testing
 - 12..4.2 Make-Up of Mid-Term Tests, Assignments and Other Assessments
During the Semester

- 12..4.3** Make –Up of Final Exams
- 12..4.4** Missing a Make-Up
- 12..5** Late Assignments
- 12..6** Standard of Written Work
- 12..7** Academic Grading Policy
- 12..8** Academic Integrity
 - 12..8.1** Turnitin.com
- 12..9** Student Rights