(C)ITM 780 - Web Design and Management

F2020, Section 011 and 021

Section 011 -Monday 8-11 am; Section 021 – Thursday 12-3 pm; via Google Meet

Instructor Information

- **Instructor Name:** Deborah Fels
- **Office Location**: Mondays 11:00-12:00 am and Thursdays from 3:00-4:00 pm in D2L Chat
- **Office Hours:** Mondays 11:00-12:00 am and Thursdays from 3:00-4:00 pm in D2L Chat
- **Phone:** (416) 979 – 5000, ext. 7619 but preference is to use email as I will not be checking voice mail frequently
- **Course Website:** my.ryerson.ca in D2L
- **Email Address:** dfels@ryerson.ca

Email Policy

Preferred contact for professor and GA is by Ryerson email

In accordance with the policy on Ryerson Student E-mail accounts ([Policy 157](#)), *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. 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.

Prerequisite

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

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.

Course Details

Teaching Methods

In Fall 2020 this course will be taught will be taught remotely in virtual classrooms. Instruction will take place at scheduled hours, following the approach outlined in D2L Brightspace. You will not be required to attend the Ryerson University campus to complete this course.

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.

The class will be held synchronously on-line during the first one hour and forty-five minutes of the listed time, followed by a one hour laboratory as indicated in the schedule. An introductory video will be posted for the laboratory introduction, which student are expected to watch. The GA will be available during the lab time for assistance with the lab material and software, questions and discussion. We will be using Google Meet with captions for the class and the lab. The video and text transcript from Google Meet will be posted after the class. We will also be using D2L Brightspace for in-class, asynchronous and synchronous activities.

Each week the Google Meet url for our class will be: https://meet.google.com/ieo-eivw-jbf

By phone:

(CA) +1 647-734-1030 PIN: 347 062 812#

Variations within a Course

All sections of a course 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.

Course Materials

Title: Basics of Web Design: HTML5 & CSS3, 5th Edition

Author: Terry Felke-Morris

Publisher: Pearson

ISBN: 978-0135225486

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

On-line

Students are expected to use a webcam, microphone and keyboard during class for discussions, exercises and responses to questions. Students will be asked to mute their microphones and turn off their cameras unless there is discussion or to ask/respond to a question.

The University has issued a minimum technology requirement for remote learning. Details can be found at: https://www.ryerson.ca/covid-19/students/minimum-technology-requirements-remote-learning/

Course Learning Outcomes

Learning outcomes describe what students are expected to have learned or achieved; as a result, they usually describe what students will be capable of doing, or what evidence will be provided to substantiate learning.

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.

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

1. Use the user-centered design framework to design a personal portfolio webbsite.
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. Demonstrate the understanding of web security, Search Engine Optimization, and website performance metrics by implementing them in the final project.

Plagiarism Detection and Virtual Proctoring

All written assignments will be submitted through Turnitin.com associated with D2L Brightspace. The percent overlap will be turned on and it is expected that students will use this to ensure that their submission has a minimum of overlap with other work.

Turnitin

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it does not contain all possible

sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge if something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. Instructors can opt to have student's papers included in the Turnitin.com database or not. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.

Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

Topics and Course Schedule

Note: For remote teaching let students know how they should be managing their time each week. Clarify deadlines for key course activities.

Week	Topic	Readings	Activities & Due Dates
Week 1 **(Thurs, Sept 10, Mon, Sept 14)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Internet and Web* including user centred design framework and lifecycle, user needs analysis methods and techniques. • Attend laboratory for exercises and questions **After class:** • Review text transcript for errors • Begin Assignment 1.	Chapter 3	Lab exercise: Lab1: Questionnaire design and data analysis Handout: Assignment 1 - Needs analysis and project proposal

	• Complete Lab 1		
Week 2 (Thurs, Sept 17 Mon, Sept 21)	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Internet basics* including the Internet and the Web, URI and Domain Names, HTML and CSS Overview • Attend laboratory for exercises and questions **After class:** • Review transcript for errors • Complete Lab 2	Chapters 1, 2	Lab exercise: Lab 2: HTML5 in Dreamweaver Due: Lab 1
Week 3 (Thurs Sept 24, Mon, Sept 28)	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Web design and design tools, standards* including • Attend laboratory for exercises and questions **After class:** • Review transcript for errors • Complete Lab 3	Chapters 4, 6 and notes	Lab exercise: Lab 3 – Cascading Style Sheets in Dreamweaver Due: Assignment 1 - Needs analysis and Lab 2 Handout: Assignment 2: Tool assessment and selection
Week 4 (Thurs, Oct. 1, Mon. Oct. 5)	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Lecture: Web graphics, story*	Chapter 5	Lab exercise: Lab 4 – Javascript Due: Lab 3

	design and narrative • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 4		
Week 5 **(Thurs Oct. 8, Mon, Oct. 19)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Lecture: Navigation and hyperlinking* • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 5 (optional)	Chapter 7, 8	Lab exercise: Lab 5 – HTML 5 buttons and menus
Study week			
Week 6 **(Thurs, Oct. 22, Mon. Oct. 26)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Lecture: Tables, Forms and I/O devices*	Chapters 9, 10	Timed Lab quiz – Labs 2, 3, 4 inclusive (2 minutes per question). Due: Lab 5 Handout: Project outline

	• Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors		Due: Assignment 2: Tool assessment and selection
Week 7 **(Thurs, Oct. 29, Mon, Nov. 2)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Communication interfaces (asynchronous, synchronous, social media)* • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 6 (optional)	Chapter 11 and Lecture notes	Lab exercise: Lab 6 – HTML 5 forms
Week 8 **(Thurs, Nov. 5, Mon, Nov. 9)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Usability and accessibility* • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 7 (optional)	Chapter 12	Lab exercise: Lab 7 – HTML 5 media tags Due: Lab 6

Week 9 **(Thurs, Nov 12, Mon, Nov 16)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Web application development and frameworks* • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 8 (optional)	Chapter 11 and Lecture notes	Lab exercise: Lab 8 – Accessibility Due: Lab 7
Week 10 (Thurs, Nov 19, Mon, Nov 23)	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Server side 1* including Domain Name, Web Hosting, Publish with FTP, Search Engine Submission, Website Security, Security Tools, Security Best Practice • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 9 (optional)	Chapter 11	Lab exercise: Lab 9 – Website security assessment Due: Lab 8
Week 11 (Thurs, Nov 26, Mon, Nov 30)	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Lecture: Server side 2* including Search engine	Chapter 12	Lab exercise: Lab 10 – Optimization strategies Due: Lab 9

	optimization, Keyword Search & Targeting, Understanding Links; Measuring Success: Metrics and Analytics • Attend online laboratory session for exercises and questions **After class:** • Review transcript for errors • Complete Lab 10 (optional)		
Week 12 **(Thurs, Dec 3, Mon, Dec. 7)**	**Before class:** • Read readings • Watch introductory laboratory video **At class time:** • Attend lecture: *Website management, backup and disaster recovery* including Being familiar with Hosting Server Backend, Database, Content Management, Cryptocurrency • Attend online laboratory session for questions about final deliverable **After class:** • Review transcript for errors • Complete final deliverable	Lecture notes	Project work Project due: first week of exams Due: Lab 10

Evaluation

There will be two assignments, six labs, one lab quiz and one final project that constitute the evaluation for this course. The first assignment relates to creating and assessing potential employer needs for a personal web portfolio. The second assignment relates to using a weighted decision matrix to select the most appropriate web design method for the student's

personal web portfolio, and the final project is to design and create a personal web portfolio showcasing a student's skills and knowledge. The design strategy should take into account the needs indicated by potential employers in assignment 1.

There are six labs to be submitted including three mandatory labs at the beginning of the course covering basic HTML, CSS and Javascript code, and three labs from the remaining seven labs in the course. The lab quiz (week 6) will be based on the material covered in the three mandatory labs.

For Fall 2020, students may also choose to review and edit the transcript for the real-time captions collected during the synchronous class. This will involve listening to the lecture and correcting the text transcript based on what was said. A bonus of 5% will be allocated for this bonus assignment.

Assessment Weighting Breakdown

Evaluation Component	Percentage of Final Grade
Lab (6 submitted labs) + quiz	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.

❖ At least **20%** of student's grade based on individual work will be returned to students prior to the last date to drop a course in good academic standing .

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:
Student Learning Support > Online Resources > Writing Support Resources
- APA Basic Style Guide

Ryerson Library Citations and Style Guides
- APA Style

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.

University Policies

For more information regarding course management and departmental policies, please consult the Course Outline Appendix which is posted on the Ted Rogers School of Information Technology Management website.

NOTE: Students must adhere to all relevant university policies found in their online course shell in D2L and /or on the following URL: senate-course-outline-policies.

The appendix covers the following topics:

Attendance & Class Participation

Email Account

Request for Academic Consideration

Examinations & Tests

Late Assignments

Standard of Written Work

Academic Grading Policy

Academic Integrity

Student Rights

Important Resources Available at Ryerson

- Academic Accommodation Support: Ryerson University acknowledges that students have diverse learning styles and a variety of academic needs. If you have a diagnosed disability that impacts your academic experience, connect with Academic Accommodation Support (AAS). Visit the AAS website or contact aasadmin@ryerson.ca for more information. Note: All communication with AAS is voluntary and confidential, and will not appear on your transcript.
- The Library provides research workshops and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or go to Workshops.

- Student Learning Support offers group-based and individual help with writing, math, study skills, and transition support, as well as resources and checklists to support students as online learners.

- You can submit an Academic Consideration Request when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement.

- Ryerson COVID-19 Information and Updates for Students summarizes the variety of resources available to students during the pandemic.

- Familiarize yourself with the tools you will need to use for remote learning. The [Continuity of Learning Guide](#) for students includes guides to completing quizzes or exams in D2L or Respondus, using D2L Brightspace, joining online meetings or lectures, and collaborating with the Google Suite.