
Faculty of Commerce and Administration

School of Information Management

ELCM 251 Introduction to Internet Design and Development

Trimester Two 2007

COURSE OUTLINE

Contact Details

	Room	Tel.	E-mail
Course Coordinator	EA231	463 6885	Sita.Venkatraman@vuw.ac.nz
Senior Tutor	EA111	463 6998	Xiaoyi.Guan@vuw.ac.nz

(See office hours on Blackboard, under the Staff Information folder. Please make an appointment if you wish to see any of the staff involved in this course.)

Notes

- Please contact the Senior Tutor (Xiaoyi Guan) if you have any enquiries regarding administration of the course. Xiaoyi Guan is responsible for the day-to-day administration of the course, including:
 - record keeping and administrative queries
 - assessment queries
 - workshop attendance, illness, due dates, etc.
- All questions about software applications and the practical techniques of building pages should be directed to the lab instructors/tutors of the course, during the workshop.
- If you have questions about lecture content or readings, please raise them with the Lecturer during lecture sessions on Wednesdays. The Lecturer will generally be happy to answer questions during lectures (if time permits) or afterwards.

- All queries related to assignment submissions, extensions, assignment/test remarking, and lab and workshop allocations should be directed to Xiaoyi Guan in the first instance.

Class Times and Room Numbers

LECTURES (2 hours/week) **MC LT102**
Wednesday 12.00-1.50pm

WORKSHOPS (2 hours/week) **MY201**
The workshop timeslots will be announced in the Blackboard
(**Sign-up and attend one workshop only**)

Course Objectives

This course provides an introduction to the principles, theories, technologies and applications of Web application design and development. The course gives students an initial experience in designing and developing practical end-to-end Web-based information systems appropriate for supporting modern e-businesses.

At the conclusion of this course students will:

1. Understand the roles and significance of Internet in e-business.
2. Understand the concepts of Web architecture.
3. Understand the technologies required to design and develop Web-based information systems.
4. Be able to apply the design principles for Web applications.
5. Be able to develop, test and deploy Web applications.
6. Understand the concepts of Internet security in e-business applications.
7. Understand the future trends in modern e-business application development.

Students are expected to complete the weekly workshop exercises in order to apply the theories and concepts taught during lectures. This will help them to work on their assignment work. The assignment is aimed at testing the students in applying the design principles for Web applications (Part 1) and the ability to develop, test and deploy them (Part 2). The two class tests (conducted during lectures L5 and L10) evaluate students' understanding of the principles, theories and technologies of Web application design and development and there is no final exam for this paper.

Prerequisite

Students are expected to have passed, and be familiar with the material from INFO101 and INFO102 (or INFO212 prior to 2005).

Restrictions

You may not be enrolled in ELCM251 if you have already passed ELCM202.

Course Content

Schedule

Date	Lecture/ Workshop	Topic
WEEK 1		
11 July	Lecture 1	Introduction to Internet and Course Outline
	<i>Reading</i>	Chapter 1 (Knuckles);
	Workshop	No Workshop
WEEK 2		
18 July	Lecture 2	Web Architecture and Web Publishing
	<i>Reading</i>	Chapter 1 (Knuckles); Chapter 1 (Julian): Lesson 1-4
	Workshop 1	Introduction to DreamWeaver
WEEK 3		
25 July	Lecture 3	Web Site Design Considerations
	<i>Reading</i>	Chapters 3 and 4 (Knuckles); Chapter 1 (Julian): Lesson 5-8
	Workshop 2	Designing Web Pages + Understanding your Assignment
WEEK 4		
1 Aug	Lecture 4	Multimedia Design and Usability
	<i>Reading</i>	Chapters 5 and 6 (Knuckles); Chapter 2 (Julian): Lesson 1-2
	Workshop 3	Building your Web Site + Assignment Part 1
WEEK 5		
8 Aug	Lecture 5	Introduction to HTML <u>TEST 1 (20%)</u>
	<i>Reading</i>	Chapter 2 (Knuckles); Chapter 2 (Julian): Lesson 3-4
	Workshop 4	Working with Multimedia and Web Publishing
WEEK 6		
13 Aug (Mon)		Submission of Assignment (30%) – Part 1: Due 11:00am
15 Aug	Lecture 6	Web Interfaces
	<i>Reading</i>	Chapter 7-8 (Knuckles); Chapter 2 (Julian): Lesson 6-8
	Workshop 5	Working with HTML Tools
20/08 – 02/09		Mid-trimester break

Date	Lecture & Workshop	Topic
WEEK 7		
5 Sep	Lecture 7	Introduction to Scripting Languages
	<i>Reading</i>	Chapters 3 & 8 (Knuckles); Chapter 4 (Julian): Lesson 1-8
	Workshop 6	Linking the Site
WEEK 8		
12 Sep	Lecture 8	Web Project Development
	<i>Reading</i>	Chapter 4 (Knuckles); Chapter 5(Julian): Lesson 1-8
	Workshop 7	Introduction to JavaScript + More about Graphics
WEEK 9		
19 Sep	Lecture 9	Web Site Evaluation and Testing
	<i>Reading</i>	TBA on Blackboard; Chapter 7 (Julian): Lesson 4-8
	Workshop 8	Advanced Web Features + Assignment Part 2
WEEK 10		
26 Sep	Lecture 10	Internet Security TEST 2 (20%)
	<i>Reading</i>	TBA on Blackboard
	Workshop 9	Web Site Testing
WEEK 11		
3 Oct	Lecture 11	Modern E-Business Applications and Future Trends
	<i>Reading</i>	TBA on Blackboard
	Workshop 10	Completing Your Assignment Part 2
5 Oct (Fri)		Submission of Assignment – Part 2: Due 5:00pm
WEEK 12		
10 Oct	Lecture 12	Assignment Part 2 Demo and Evaluation
	Workshop 11	Assignment Part 2 Demo and Evaluation

Expected Workload

You are expected to devote a total of 12 hours per week for this course. This is an average workload, and the workload will vary from week to week during the trimester.

Attendance: Students are expected to attend all lectures and workshops and to complete the recommended readings, weekly.

Group Work

There is no group work and all assessments are based on individual work.

Readings

Workshop Reference (Mandatory to buy – REQUIRED for lab exercises):

Julian Rickards (2006). Essentials for Design Macromedia Dreamweaver 8 - Level 1 (2nd Edition) with CD; Prentice Hall. ISBN:0132385341 and ISBN: 9780132385343 Available in the Victoria University bookshop.

Lecture Reference (Recommended for Reading - Optional to buy):

1. Craig D. Knuckles, David S. Yuen (2004). Web Applications: Concepts & Real World Design; John Wiley. ISBN: 0471204587.
2. Nigel Chapman and Jenny Chapman (2006). Web Design; John Wiley. ISBN: 0470060891

The above books are available in the Victoria University Library

Materials and Equipment

Students are expected to have the following for each workshop:

- A computer account by the 1st week of the term
- A USB drive / CD to save all work
- Have read the chapter(s) and workshop materials prior to their allocated workshop time so that you are ready to begin work as soon as you arrive
- **Your Workshop Reference book and copies of the exercises posted on Blackboard must be brought to the lab.**

Assessment Requirements

The assessments are tied with the topics covered during lectures and workshops.

<u>Assessment Components</u>	<u>%</u>	<u>Due Date</u>
Individual Assignment –Part 1	30	13 August (Mon) 11 a.m.
Individual Assignment –Part 2	30	05 October (Fri) 5 p.m.
Tests (Two x 20 marks)	40	Conducted during lectures: L5 & L10
TOTAL	100	

There is no final exam.

Individual Assignment: The assignment consists of two phases – the design phase (Part 1) and the implementation phase (Part 2) of a specific Web application. The complete details will be made available in the assignment document (released in Week 2).

Tests: There will be 2 tests (MCQ-type) conducted during lectures L5 and L10. Unless otherwise stated, all material covered during the course will be assessable. Details will be advised closer to the date.

Important Notes:

- *No extension is possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*
- *You are expected to back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on CD or USB drive, for example). You should upload “work in progress” to your course website regularly.*
- *Do not leave submitting your work to the last minute – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*
- *Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, the work must be ENTIRELY your own. In this way, we will have your perspective on the topic - not someone else's!*

Assessment Submission

The Assignment Part 1 will be submitted as a hardcopy at the Tutor Locker (details would be announced in Blackboard). The Assignment Part 2 will be submitted as a softcopy to the SIM student S: drives. A protected directory will be made available for every student. You will be shown how to access the S: drives in your scheduled lab sessions.

An automatic 10% penalty per day will be applied to assignments that are not submitted correctly, or that do not open correctly from the starting page, regardless of the circumstances. Assignment submission details will be covered in scheduled lab sessions.

Penalties

In fairness to other students, work submitted after the deadline will incur a 10% penalty (of the marks achieved for the assignment) for each day (within 24 hours) late. In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the Senior Tutor / Course Coordinator as soon as you are able to. You must verify your claim, e.g., produce a medical certificate. By doing so, you agree to the Senior Tutor seeking verification of your documentation. Extensions will only be granted under these conditions.

Responsibilities for Practicum Arrangements

Workshop Allocation Procedure

Sign-up sheets for each time slot will be available on Blackboard. You must sign up for the workshop sessions yourself in the first week. Please contact **Xiaoyi Guan** if you have not signed up at that time. Detailed instructions for signing up your workshop sessions will be announced on Blackboard and discussed at the first lecture. You must select a time slot that fits your timetable and enter your name on only one of the lists provided. Once you have been allocated to a workshop, it is your responsibility to know where and when your workshop is scheduled.

Warning

- * Make sure you bring your personal timetable with you, so that your selected workshop time does not clash with other classes. It will not be easy to change your selection once accepted.
- * If your name appears on more than one workshop list, the Senior Tutor reserves the right to put you in the workshop of his choice.
- * Each workshop slot can take up to 50 students. When a list is full, it is removed from circulation. As the names are entered on a first-come-first-served basis, it is strongly recommended that you attend to this early, otherwise you may be allocated to a less desirable time slot.
- * If you have any serious problems about the allocations, see the Senior Tutor.

Lab Access

Information Systems and Electronic Commerce students have access to a range of computer lab facilities. This means that you can still undertake this course even if you don't have a computer at home.

Like all university students you are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either of the SCS helpdesk in the library or the Murphy building.

In addition, INFO and ELCM students have access to the purpose built school lab MY201. This lab is located on the second floor of the Murphy building. **Please note that specialist software found in the SIM labs is not available in all the SCS labs.**

There are two kinds of lab access provided for this course:

- 1) Scheduled lab sessions: Lab supervisors will be in attendance, and formal instruction that is a part of the course requirements will be offered during these scheduled sessions. At other times during the scheduled sessions, you will have the opportunity to work independently, and a lab supervisor will be available to assist you and to answer questions. This is your main opportunity to obtain technical help. Your lab supervisors are not obliged to assist you if you have not attended your scheduled sessions. Lab attendance is not compulsory but will be regularly monitored.
- 2) Ad-hoc access: The lab offers 24-hour access via student ID cards unless booked for another class. Students should check the booking schedules on the lab doors before entering a laboratory to ensure
 - (a) they are not interrupting a class and
 - (b) they can finish their work before the next scheduled class. You may be asked to leave by the lab supervisor if the machine you are using is required for a scheduled class.

Mandatory Course Requirements

To pass this course, students must have attended at least 8 out of 10 workshops

Communication of Additional Information

All formal notices relating to this course will be posted on the Blackboard system, <http://blackboard.vuw.ac.nz>. You are expected to check for announcements on Blackboard on a regular basis. Please contact the Senior Tutor in order to have a user ID and a password to log in.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCAM/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
 - Information concerning administrative and academic matters.
 - Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
 - Examinations-related information during the examination period.
- To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct

- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.

