

School of Information Management

ELCM 251 Introduction to Internet Design and Development

Trimester Two 2008

COURSE OUTLINE

Names and Contact Details

Role	Name	Room	Phone	E-mail
Course Coordinator	Dr Sebastian Link	EA 214	463 6813	Sebastian.Link@vuw.ac.nz
Senior Tutor	Ms Xiaoyi Guan	EA 111	463 6998	Xiaoyi.Guan@vuw.ac.nz

Questions about lecture content or readings should be directed to Sebastian Link. He will also be happy to answer relevant questions during lectures or afterwards, via e-mail or in face-to-face meetings.

Please contact Xiaoyi Guan if you have any enquiries regarding administration of the course. She 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 queries related to assignment submissions, extensions, assignment/test remarking, and lab and workshop allocations should be directed to Xiaoyi Guan in the first instance.

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.

Trimester Dates

The second trimester of 2008 commences on Monday 7 July, and concludes on Saturday 8 November. Notice that this includes the examination period.

Class Times and Room Numbers

- LECTURES: Tuesdays, 11:00-12:50pm, MCLT102
- WORKSHOPS: 2 hours/week, students will sign up for one of:
 - Mondays, 02:10-04:00pm, Murphy MY201
 - Thursdays, 11:00-12:50pm, Murphy MY201

Sign-up for your workshop slot will be available on <https://signups.victoria.ac.nz>

Course Content

A tentative schedule of lectures and workshops is illustrated in the following table. Notice that the course coordinator reserves the right to make changes during the trimester.

Week/starts on	Topics & Readings	Excercises/Assignments
1 07 July	Introduction to the Course The Internet and World Wide Web XHTML Basics <i>Chapters 1 and 2</i>	No Workshop
2 14 July	Configuring Colour & Text with CSS <i>Chapter 3</i>	Creating your First Webpage
3 21 July	Visual Elements & Graphics <i>Chapter 4</i>	Adding Style to your Webpage Project: Topic Approval
4 28 July	Web Design <i>Chapter 5</i>	Using Graphics
5 04 August	Test 1 , Page Layout with CSS <i>Chapter 6</i>	Project: Planning Analysis Sheet
6 11 August	Links & Lists <i>Chapter 7</i> Assignment 1 due: Friday, 15 August, 5pm	Multiple Column Layouts Project: Site Map
2 Weeks of Mid-trimester Break		
7 01 September	Tables <i>Chapter 8</i>	Navigation Links
8 08 September	XHTML Forms <i>Chapter 9</i>	Project: Update Meeting 1
9 15 September	Web Site Development Dreamweaver Tutorial 1 <i>Chapter 10</i>	Adding Tables
10 22 September	Web Multimedia & Interactivity Dreamweaver Tutorial 2 <i>Chapter 11</i> Assignment 2 due: Friday, 26 September, 5pm	Project: Update Meeting 2
11 29 September	Test 2 , Web Promotion <i>Chapter 13</i>	Sever-Side Processing of Forms
12 06 October	Java Script E-Commerce Overview <i>Chapters 12 and 14</i> Final Web Site Project Due: 10 October, 5pm	Project: Publish & Discuss

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 be able to:

- Appreciate the opportunities the Internet offers to conduct successful e-business,
- Assess the suitability of various design principles for Web applications,
- Comprehend the skills necessary for large-scale project development on the Web,
- Explore the technologies required to design and develop Web-based information systems,
- Develop, test and deploy elementary Web applications,
- Understand the basic risks of conducting business on the Internet,
- Catch on 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 advance and complete the website project of their choice. The website project aims at testing the students abilities in designing, developing, and publishing a website using recommended design practices. The two class tests (conducted during lectures L5 and L11) evaluate the students' understanding of the principles, theories and technologies of Web application design and development. The two assignments will help the students to prepare for the tests. There is no final exam for this paper.

Expected Workload

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

As a guide you may choose to spend the following time on the following course components:

Lectures	2 hours
Workshops	2 hours
Reading & Understanding Course Notes and Reading Material	4 hours
Excercises, Assignments & Website Project	4 hours
	<u>12 hours</u>

Notice that students are expected to attend all lectures and workshops. *Failure to do so will, most likely, limit your ability to perform well in the tests, assignments and web site project.*

Group Work

There is no group work and all assessments are based on individual work. However, students are encouraged to form study groups to exchange their understanding of the course contents.

Readings

The following textbook is mandatory to buy:

Terry Felke-Morris (2009). *Web Development & Design Foundations with XHTML*. Edition 4. Pearson. ISBN-13: 978-0-321-53019-6. ISBN-10: 0-321-53019-5.

The following reference is an indepth-study of Web applications. The book contains material that is beyond the scope of this introductory course, but is an excellent source for continued and deeper studies on this subject:

Craig D. Knuckles, David S. Yuen (2004). *Web Applications: Concepts & Real World Design*. John Wiley. ISBN: 0471204587.

For an introduction to Dreamweaver we recommend to buy the following textbook:

Julian Rickards (2006). *Essentials for Design Macromedia Dreamweaver 8 - Level 1*. 2nd Edition. with CD. Prentice Hall. ISBN-13: 9780132385343. ISBN-10:0132385341

Materials and Equipment

- *Lectures:*

Students are expected to prepare for lectures by reading the relevant book chapters in advance. The chapters may be reviewed again after the lectures. Each chapter of the textbook contains review questions, exercises to apply your knowledge, and hands-on exercises. It is recommended to attempt solutions to all of these. This will result in an excellent preparation for the assignments, tests, lab exercises and web site project. Furthermore, the knowledge can be deepened by answering the questions in the Web Research and Focus on Web Design questions at the end of each chapter.

- *Workshops:*

The workshops are based on a web site case study described in the textbook. Students are expected to have read the relevant chapter and the instructions for the web site case study prior to the allocated workshop time so that work can start as soon as you arrive. Please double-check that you do have a valid computer account. You are expected to bring a storage device to the workshop in order to save all your work.

Assessment Requirements

The assessment is based on the individual course components:

Assessment Components	Date (due)	Contribution to Final Grade
Test 1	Tue, 05 August	20%
Assignment 1	Fri, 15 August, 5pm	15%
Assignment 2	Fri, 26 September, 5pm	15%
Test 2	Tue, 30 September	20%
Final Web Site Project	Fri, 10 October, 5pm	30%
		<hr/> 100%

There is no final exam.

The two *assignments* are based on review questions and exercises of the textbook. The details of these assignments will be made available shortly after the commencement of the course.

The two *tests* will be conducted during the lectures in week 5 and week 11. Unless otherwise stated, all material covered up to the relevant week could be assessed. Details will be advised closer to the date.

For the *web site project* students will design, develop, and publish a web site using recommended design practices. The topic of the web site will be chosen by the student. During the course, there will be six project milestones: i) topic approval by week 3, ii) planning analysis sheet by week 5, iii) site map by week 6, iv) a first update meeting by week 8, v) a second update meeting by week 10 and vi) the submission of the final project by week 12. Details of the requirements of this project will be made available shortly after the commencement of the course.

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.

Responsibility for Practicum Arrangements

Workshop Allocation Procedure

Sign-up to your workshop slot will be available on the sign-up system:

<https://signups.victoria.ac.nz>

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.

Hints

- 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 her 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 do not 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:

- a) 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.

- b) 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 they are not interrupting a class and 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

Students must meet the following requirements in order to pass the course:

- be correctly enrolled in the course, and
- obtain at least 50 percent of the maximum number of available marks.

As pointed out before, your attendance of lectures and workshops is required to perform well in the tests, assignments and web site project.

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) - FCA/Education/Law Kelburn Office The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for:

- 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.

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

For information on the following topics, go to the Faculty's website

www.victoria.ac.nz/fca

under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honest — put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times. Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email

pacific-support-coord@vuw.ac.nz

or phone (04) 463 5842.