

Course Outline Approval Form
 (A separate form must be completed for each course)

Course Outline Approval Forms for the Second Trimester are due at the Faculty's Student & Academic Services Office by Monday 13 July 2009, and should be sent in PDF format to the Administrator, Anthea O'Sullivan: anthea.osullivan@vuw.ac.nz

Course Code (not CRN) <u>ELCM 251</u>	Trimester / Year <u>02/2009</u>
Course Title <u>Introduction to Internet Design and Development</u>	
Course Coordinator <u>Dr Sebastian Link</u> Extn <u>6813</u>	
Scrutineer <u>Dr Tiong Goh</u> <i>This person must be a member of Academic Staff</i>	

We confirm that the outline for the above course meets Faculty requirements (as set out in the Course Outline Template), or indicates links to where relevant information is to be found, in respect of the following:

(please tick)

COURSE ORGANISATION

1. Name of School, course code and title, trimester and year
The correct full title of the course, including all parts such as "Special Topic:" must be given. Please ensure that the trimester given in your outline matches that listed in the Banner system.
2. Staff names & contact details
3. Trimester dates (covering the full assessment period and withdrawal dates)
4. Class times and locations

LEARNING OBJECTIVES & CONTENT

5. Course content
6. Course Learning objectives
7. Course delivery
8. Expected workload
9. Group work (if applicable)
10. Readings, key texts or equivalent materials
11. Any other materials and/or equipment students should obtain

ASSESSMENT & MANDATORY COURSE REQUIREMENTS

- 12. A clear statement of all assessment requirements, including:
 - (a) Weighting of each assessment task and corresponding learning objectives
 - (b) Critical dates of each piece of work
 - (c) Word limits for larger written pieces of work N/A
 - (d) Duration of examination including dates of examination period or N/A
 - (e) Word limits for larger written pieces of work N/A
- 13. Note re: use of assessed work for quality assurance purposes
- 14. Statement on penalties
- 15. Practicum arrangements (if applicable)
- 16. Details of mandatory course requirements
- 17. Statement on the use of Turnitin (if applicable) or N/A

LINKS FOR COMMON MATERIAL

- 18. Academic Integrity
- 19. Details of where to find additional information
- 20. Statement on General University Policies and Statutes
- 21. Manaaki Pihipihinga Programme

Signed <i>J. Lusk</i> (Course Coordinator) Date <i>8/6/09</i>	Signed <i>[Signature]</i> (Scrutineer) Date <i>8/6/09</i> Note: this person MUST be a member of Academic Staff
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School of Information Management
**ELCM 251 Introduction to Internet Design
and Development**

Trimester Two 2009

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
Additional Lecturer	Dr Tiong-Thye Goh	EA 220	463 6860	Tiong.Goh@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 Tiong Goh for the first four weeks of the course, and to Sebastian Link afterwards. Both will also be happy to answer relevant questions during lectures, 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 2009 commences on Monday 13 July, and concludes on Friday 16 October. Note that this excludes the examination period.

Class Times and Room Numbers

- LECTURES: Wednesdays, 03:10-05:00pm, New Kirk LT301
- WORKSHOPS: 2 hours/week, students will sign up for one slot
 - The individual slot times and venues will be announced on Blackboard.

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

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Content

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

Week/starts on	Topics & Readings	Excercises
1 13 July	Introduction to the Course The Internet and World Wide Web XHTML Basics <i>Chapters 1 and 2</i>	No Workshop
2 20 July	Configuring Colour & Text with CSS <i>Chapter 3</i>	Creating your First Webpage
3 27 July	Visual Elements & Graphics <i>Chapter 4</i>	Adding Style to your Webpage Project: Topic Approval
4 03 August	Web Design <i>Chapter 5</i>	Using Graphics
5 10 August	Page Layout with CSS <i>Chapter 6</i>	Project: Planning Analysis Sheet
6 17 August	Test 1 Links & Lists <i>Chapter 7</i>	Multiple Column Layouts Project: Site Map
2 Weeks of Mid-trimester Break		
7 07 September	Tables <i>Chapter 8</i>	Navigation Links
8 14 September	XHTML Forms <i>Chapter 9</i>	Project: Update Meeting 1
9 21 September	Web Site Development <i>Chapter 10</i>	Adding Tables
10 28 September	Web Multimedia & Interactivity <i>Chapter 11</i>	Project: Update Meeting 2
11 05 October	Web Promotion, Java Script <i>Chapters 13 and 14</i>	Form Processing
12 12 October	Test 2 E-Commerce Overview <i>Chapter 12</i>	Project: Publish & Discuss
Final Web Site Project Due: 16 October, 3pm		

Course Objectives

This course provides an introduction to the principles, theories, technologies and applications of E-commerce 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:

- LO1: explain the opportunities the Internet offers to conduct successful e-business.
- LO2: assess the suitability of various design principles for Web applications.
- LO3: apply the skills necessary for large-scale project development on the Web.
- LO4: apply the technologies required to design and develop Web-based info systems.
- LO5: develop, test and deploy elementary Web applications.
- LO6: interpret the basic risks of conducting business on the Internet.
- LO7: discuss future trends in modern e-business application development.

Course Delivery

Students are expected to complete the weekly workshop exercises in order to apply the theories and concepts taught during lectures. Feedback for these exercises 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 L6 and L12) evaluate the students' understanding of the principles, theories and technologies of Web application design and development. 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 & Website Project	4 hours
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	12 hours

Note 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 E-commerce 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 are expected to 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 tests, workshop 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 chapters 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 Component	Date (due)	Learning objectives	Contribution to Final Grade
Test 1	Wed, 19 August	LO1, LO2, LO6	30%
Test 2	Wed, 14 October	LO2, LO3, LO6, LO7	30%
Web Site Project	Fri, 16 October, 3pm	LO2, LO3, LO4, LO5	40%
			<u>100%</u>

There is no final exam.

The two *tests* will be conducted during the lectures in week 6 and week 12. 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.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for 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.

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. 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.
- Lists for each workshop slot can take up a maximal number 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 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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/