
School of Information Management

ELCM 251 INTRODUCTION TO INTERNET DESIGN AND DEVELOPMENT

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Role	Name	Room	Phone	E-mail
Course Coordinator	A/Prof 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. Sebastian 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

Teaching Period: Monday 12th July – Friday 15th October 2010

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers

- LECTURES: Wednesdays, 01:10-03:00pm, Hunter LT323
- WORKSHOPS: 1 hour/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>

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/ Lecture on:	Topics and Readings	Exercises and Project Milestones
1 14 th July	Introduction to the course The Internet and World Wide Web XHTML basics <i>Chapters 1 and 2</i>	No workshop
2 21 st July	Configuring colour and text with CSS <i>Chapter 3</i>	Creating your first web page
3 28 th July	Visual elements and graphics <i>Chapter 4</i>	Adding style to your web page Project: Topic approval
4 4 th August	Web design <i>Chapter 5</i>	Using graphics
5 11 th August	Page layout with CSS <i>Chapter 6</i>	Project: Planning analysis sheet
6 18 th August	Test 1 Links and Lists <i>Chapter 7</i>	Multiple column layouts Project: Site map
2 weeks of mid-trimester break		
7 8 th September	Tables <i>Chapter 8</i>	Navigation links
8 15 th September	XHTML forms <i>Chapter 9</i>	Project: First update meeting
9 22 nd September	Web site development <i>Chapter 10</i>	Adding tables
10 29 th September	Web multimedia and interactivity <i>Chapter 11</i>	Project: Second update meeting
11 06 th October	Web promotion and JavaScript <i>Chapters 13 and 14</i>	Form processing
12 13 th October	Test 2 E-commerce overview <i>Chapter 12</i>	Project: Discussion
Final web site project due date: 15th October, 3pm		

Course Learning 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 information 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

Lectures and Exercises:

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:

Students are expected to complete the weekly workshop exercises by applying the theories and concepts taught during lectures. Feedback for these exercises from workshop supervisors and fellow students 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.

Tests:

The two class tests (conducted during the first hour of lectures in week 6 and 12, respectively) evaluate the students' understanding of the principles, theories and technologies of Web application design and development. There is no final exam.

Expected Workload

Students 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	1 hour
Reading and understanding notes and materials	4 hours
Exercises and website project	5 hours

Attendance of all lectures and workshops will enhance your ability to gain the minimum amount of marks required to pass the course.

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 and to provide feedback to the website projects.

Readings

The following textbook is mandatory to buy:

Terry Felke-Morris (2011). *Web Development and Design Foundations with XHTML: International Version*. Edition 5. Pearson. ISBN-13: 9780137052752. ISBN-10: 0137052758.

The following reference is an in-depth 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.

Materials and Equipment

For the workshops students are expected to

- have a valid computer account, and
- bring a storage device to save all their course work.

The two class tests will be conducted during the first hour of the lectures in week 6 and week 12, respectively. For the class tests no calculators and no study material is permitted. However, for each test each student is permitted to prepare a single, handwritten DIN-A4 sheet with notes on only one page.

Assessment Requirements

The assessment is based on the on the following individual components:

Assessment component	Date due	Learning objectives	Contribution to final grade
Test 1	Wed, 18 th August, 01:10-02:00pm	LO1, LO2, LO6	30%
Test 2	Wed, 13 th October, 01:10-02:00pm	LO2, LO3, LO6, LO7	30%
Web site project	Fri, 15 th October, 3pm	LO2, LO3, LO4, LO5	40%

There is no final exam.

For the two *tests* all material covered up to the relevant week may be assessed, unless stated otherwise by the course coordinator. 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 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 course coordinator 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:

- Ensure to 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.
- The number of students for each workshop slot is limited. Once 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 to enrol as early as possible, otherwise you may be allocated 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 do not have a current SCS account, contact either 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:

- Scheduled workshop sessions: Workshop 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 workshop supervisor will be available to assist you and to answer questions. This is your main opportunity to obtain technical help. Your workshop supervisors are not obliged to assist you if you have not attended your scheduled sessions. Workshop attendance is not compulsory but will be regularly monitored.
- 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

While attendance of the lectures and workshops is not a mandatory requirement, it will largely facilitate your learning process and help you to perform well in the tests and web site project.

Class Representative

A class representative will be elected in the first class, and the representative's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

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