Web Scripting – DSN2043/Q
Winter 2014
Tuesday 6:00p – 10:00p
Room 320

The Art Institute of Dallas®
A campus of South University

THE INTERNATIONAL CULINARY SCHOOLS℠
at The Art Institutes

Contact Information	**Classroom Information**		
Instructor: Eric Evans, M.Ed.		Class	Office Hours
School e-Mail: rfevans@aii.edu	Monday	1:00pm – 5:00pm (302)	12:00pm – 1:00pm
Alt e-Mail: eric@codecutter.us	Tuesday	1:00pm – 5:00pm (320) 6:00pm – 10:00pm (320)	12:00pm – 1:00pm 5:00pm – 6:00pm
Phone/SMS: (919) 695-3134	Wednesday	6:00pm – 10:00pm (302)	5:00pm – 6:00pm
Office: 2nd Floor Faculty Workroom	Thursday	Off Campus	Off Campus
Remind101 – Broadcast SMS: Text @dsn2043 to (469) 275-4985	Friday	1:00pm – 5:00pm (302)	12:00pm – 1:00pm

Course Description:
An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic web side production stages and requirements such as naming conventions, file organization, project development life cycle, and image optimization are also covered.

Learning Outcomes:
Design, Create, & Deploy Basic Web Pages
  • Identify the rules for writing valid HTML and CSS
  • Describe the process of validating HTML and CSS
  • Define semantic markup
  • Define the difference between block-level and inline elements
  • Define the difference between elements, attributes, and values
Manage & Organize Files
  • Demonstrate file management principles for web development
  • Utilize and FTP client to upload web pages to a web server
Optimize Web Pages for Various Displays
  • Explore how HTML is displayed on various media
  • Utilize image optimization techniques

Instructional Contact Hours/Credits:

Course Length: 11 Weeks
Contact Hours: 44 Hours
Lecture: 22 Hours
Lab: 22 Hours
Credit Values: 3.0 Credits

Quarter Credit Hour Definition:
A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Course Materials/Supplies:
- None

Recommended Textbooks/resources:
- *HTML and CSS: Design and Build Websites*, Jon Duckett, 1st Edition, 2011, ISBN: 1118206916

Required Textbook/Resources:
- *HTML5 & CSS3 Visual Quick Start Guide*, Elizabeth Castro, 7th Edition, 2011, E-Book

Technical Support:
For technical support for eBooks, eCompanion, Student Portal, and other computer-based resources, contact Campus Support at 1-866-642-2711 or campus_support@aii.edu. This support group is available Monday through Saturday, 8:00 AM – 10:00 PM EST. This support area can also help you with:
- My Campus Student Portal username or password problems and navigation
- Digital Bookshelf setup and navigation
- Gmail access
- Online classrooms or document upload assistance
- Hardware requirements and computer configuration
- Operating system and browser issues

Grading Criteria/Student Evaluation:
Final Project – 40%   **Mid-Term Exam** – 15%
Weekly Exercises – 20%   **Professional Demeanor** – 10%
Reading/Research – 15%

Professional Demeanor is defined as the demeanor you exhibit in and towards the classroom and includes the following:
- Being On Time For Class / Attending Class
    - *If you are running late or are absent, it is expected that you will notify the instructor as soon as possible. This is the expectation of the workplace and this is the expectation of this classroom.*
- Working Productively in Class
- Making progress on projects each week
- Posting projects online before the given deadline
- Making effective peer evaluations of other students' projects through the forum and in-class critiques
- Coming to class with all necessary equipment and materials
- Treating class as a professional work environment (e.g. having your phone turned off in class, showing respect to other students and the instructor, etc.)

AID Grading Scale

100-93 A	89-87 B+	79-77 C+	69-67 D+	59-0 F
92-90 A-	86-83 B	76-73 C	66-60 D	
	82-80 B-	72-70 C-		

Class Assignments/Late Work:
Faculty members encourage accountability and punctuality for future career success. Students are encouraged to turn-in all work for instructor feedback.
- Third & Higher Quarter Classes
    - No late work accepted. Acceptance of late work is at the discretion of the instructor based on student circumstances and documentation.

Attendance Policy:

A student is expected to attend all classes as scheduled, on time, and to remain in the classes for the full duration. Outside employment is not to be scheduled during class hours. It is recognized, however, that a student may be absent from class due to serious illness or family emergency. Documented absences of this nature will be considered prior to attendance withdrawal.

- The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in classes during the first two weeks of school will result in termination from school for the quarter.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Attendance Recording:

All student attendance is recorded from the first (1st) day of the quarter. There are no excused absences. Should a student adjust his/her schedule within the Schedule Adjustment Period, he or she will be marked absent for any class missed. The attendance recording, monitoring, and follow-up procedures are as follows:

1. Full Absence: A full day of absence is defined as being absent for the total number of hours classes are scheduled each day for the program in which a student is enrolled. Absences are recorded from the first (1st) day of the quarter regardless of the reason for absence.

2. Partial Absence: A student who arrives late or leaves class early is charged in 15-minute increments of absenteeism. This absence accumulates toward total absenteeism on a student's quarterly record.

Attendance Withdrawal:

Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify Academic Affairs will be withdrawn from their program of study. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time.

Appealing An Attendance Withdrawal:

If a student is withdrawn due to a lack of attendance, the student must appeal in writing to the Dean of Academic Affairs to be reinstated for the same quarter in which the violation occurred. The written appeal must address the circumstances that caused the withdrawal to be invoked and how the circumstances have been remedied or changed so as to allow the student to be successful in his/her education endeavors. The Dean of Academic Affairs and/or an Appeals Committee will review the student's appeal and determine if the appeal is granted or denied. The student may be asked to appear in person during the review process when deemed necessary by the Dean or the Committee. If the student does not appeal the attendance violation, he/she will be eligible to return in the next quarter as a readmission as long as he/she is in good academic standing.

Classroom Standards

- Tobacco Products, Eating, and Drinking: No smoking or other tobacco products, including non-tobacco electronic cigarettes, may be used in any part of the building or near the main entrance. Smoking is only permitted in designated areas of the parking garage. Food and drinks are not permitted in the library or any computer lab under any circumstances.
- Classroom Usage: Students are asked to clean their workspaces at the end of each class. Rooms should be reset at the end of class for the next group of students.
- Disruptive or Disorderly Conduct : Engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or fellow students' ability to learn will result in a conduct referral to the Academic Director, Dean of Student Affairs, or Art Institute Security Personnel. The classroom extends to any setting or communication where a student is engaged in work toward academic credit, satisfaction of program-based requirements, or related activities.
- Personal Technologies: Computers and personal communication devices may be used when appropriate for supporting classroom activities. Students may, with permission, record lectures/demonstrations.
- Visitors**:** To avoid class disruption, friends and relatives (including children) of students and faculty are not permitted to attend classes or use The Art Institute of Dallas equipment. Minors are not permitted on

campus unless prior written permission has been granted by the Academic Dean.
- Dress Code**:** Casual, reasonable, professional attire and clean appearance are recommended. Bare feet on the school grounds or in the building are not permitted as this is a health and safety regulation.
- Identification Guidelines**:** All members of The Art Institute of Dallas community are to display their badges/photo ID in an easily visible location to identify themselves and their association with the school.

Plagiarism/Acts of Dishonesty:
Academic honesty is expected. Any infraction of the Art Institute of Dallas' academic integrity policy will be referred to the Dean of Student Affairs and the Dean of Academic Affairs.

Each student should make sure all materials are documented carefully, to show the rightful designer, owner, proprietor, etc. for photos, drawings, book information, etc. in the development and display of their student work. Each student is responsible for reviewing the dishonesty act information found in the Student Handbook.

Dishonesty in the classroom, including securing, passing, receiving a test prior to the test date, or cheating on examinations is subject to a failing grade and possible suspension or termination from The Art Institute. The same rule applies for detected plagiarism in academic and studio classes. Plagiarism includes the un-attributed use of material from any source: including books, periodicals, CD ROM, and the Worldwide Web. All quotations, paraphrases, or other adaptations of others' work must be properly cited and documented. Any student who uses images, texts, or other media without proper attribution will be subject to the same penalties as students guilty of cheating on exams. All acts of dishonesty and plagiarism are to be brought to the attention of the Academic Director or Program Coordinator, who will then inform the Academic Dean and the Dean of Student Affairs.

All assignments are to be done individually and not jointly with other students, unless the instructor specifically designates the assignment as a group assignment in the handout. Copied or shared work will be reported for investigation to the Dean of Student Affairs and the Dean of Academic Affairs as cheating and a grade of zero will be recorded for the assignment.

If you are having trouble with a particular theory or assignment, ask your instructor for help immediately - office hours are set aside specifically for helping students. Be careful of consulting other students and using search engine results as both may provide misinformation and/or it may appear as though you are not doing your own work.

Copyright Materials:
Trademarks and Copyrights are the property of their owners. As such, students may not infringe upon those rights of ownership. Proper attribution must be made for all assets used by a student for class assignments. Students are reminded to credit the sources and display the copyright notice © and copyright ownership information if this is shown in the original source for all works incorporated as part of educational projects, including those prepared under fair use. Crediting the source must adequately identify the source of the work, giving a full bibliographic description where available, i.e., author, title, publisher and place and date of publication. Additionally, the copyright ownership information includes the copyright notice, year of first publication and name of the copyright holder.

Americans with Disabilities Act:
Art Institute of Dallas provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at Art Institute of Dallas.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator Nivisha Shah at nshah@aii.edu or call 469-587-1229 of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Nivisha Shah, Culinary Building in suite 101, telephone number 469-587-1229. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Inclement Weather:
For immediate information regarding The Art Institute of Dallas late openings or school closings, students and faculty can call 214-692-8080 or 800-275-4243 for a recorded message. In case of inclement weather, a public announcement regarding the status of classes at The Art Institute will be made on WFAA (ABC), KXAS (NBC), and KDFW (FOX).

Holidays for Winter 2014:
Week 2 – MLK Holiday (Monday, January 20th, 2014)
No impact on this section

Weekly Schedule:*
*NOTE: The following schedule is based on an 11-week quarter and is provided as a general outline of the course. It may be modified, depending on how the class is performing, to accommodate holidays or for other unforeseen reasons. Changes in class work and homework will be given in class on a week-by-week basis, so it remains important for you to attend all classes.

Week	Topic(s)	Assignment(s) Due	Homework
1	Overview of Course HTML Part 1 - Basic Page & Tags	- Complete Student Information Sheet - Single-Page HTML Site	- Article Formatting - Read Chapter 2 - Reading Assessment (Online)
2	Directory Structure HTML Part 2 - Nav, Images, Lists	- Previous Week Homework - Multi-Page Personal Site	- 2-Page Site – Frank Lloyd Wright - Read Chapters 5 & 6 - Reading Assessment (Online)
3	Cascading Style Sheets	- Previous Week Homework - Personal Site – With CSS	- Add CSS Rules to FLW Site (Wk2) - Read Chapters 7 & 8 - Reading Assessment (Online)
4	Wireframes & 960 Grid Layout	- Previous Week Homework - Personal Site – With Grid Layout	- Size Images for Grid Deployment - Customize 960 Fixed-Width Grid - Read Chapter 10 - Reading Assessment (Online)
5	960 Grid Layout Customization Mid-Term	- Previous Week Homework - Mid-Term	Build First Two (2) Pages of Project Site - Read Chapter 14 - Reading Assessment (Online)
6	Typography	- Previous Week Homework	- Build Two (2) Additional Pages of Project Site - Read Chapter 13 - Reading Assessment (Online)
7	Forms	- Previous Week Homework - Personal Site – With Contact Form	- Build Two (2) Additional Pages of Project Site - Read Chapter 16 - Reading Assessment (Online)
8	Adding Multimedia	- Previous Week Homework - Personal Site – With Multimedia	- Build Two (2) Additional Pages of Project Site
9	Testing & Debugging Websites Site "Snapshot" Critiques	- Previous Week Homework - Validation Reports	- Review & Validate Website - Create Final Punchlist - Read Chapter 20 - Reading Assessment (Online)
10	Project Workshop	- Previous Week Homework	- Final Project Build - Read Chapter 21 - Reading Assessment (Online)
11	Presentation of Final Projects	- Presentation of Final Projects	- None

Campus Resources

WHERE CAN I . . .	DEPARTMENT	LOCATION	PHONE
Check on Financial Aid	Student Financial Services	4th Floor	469-587-1258
Find a part-time job	Career Services	Culinary C102	469-587-1210
Get a ID Badge	Library	4rd Floor	469-587-1403
Locate an apartment	Residence Life and Housing	Culinary C101	469-587-1409
Locate lost and found	Security Office	3rd Floor	469-587-1245
Inquire about accommodations	Disability Services	Culinary C101	469-587-1409
Request a transcript	Registrar	2nd Floor	469-587-1250
Make school payments	Accounting	4th Floor	469-587-1442
Receive registration info	Registrar	2nd Floor	469-587-1250
Join a club or student council	Student Affairs	Culinary C101	469-587-1409
Talk about a personal concern	Student Affairs	Culinary C101	469-587-1409
Develop a professional resume	Career Services	Culinary C102	469-587-1210
Enjoy a meal	The Chef's Gallery	Culinary Building	469-587-1276
Find public transportation	Student Affairs	Culinary C101	469-587-1409
Seek volunteer opportunities	Student Affairs	Culinary C101	469-587-1409
Student Disabilities Assistance	April Burt	Culinary C101	469-587-1239
Locate a doctor or dentist	Student Affairs	Culinary C101	469-587-1409
Get a quick meal	Student Lounge	1st Floor	N/A
Find a tutor	Academic Improvement Center	3rd Floor	469-587-1443
Testing	Academic Improvement Center	3rd Floor	469-587-1443
Purchase supplies	Supply Store	1st Floor	469-587-1293
Magazines, Books, resources	Library	4th Floor	469-587-1403
Get help with technology	Technology	3rd Floor	469-587-1414
Discuss academic issues	Academic Directors	Various, see below	
Inquire about class schedules	Academic Director & Advisors	Various, see below	
Get help with eBook/eCompanion	…………………………………………………………………..		1-866-642-2711

AID Academic Directors and Coordinators:

DEPARTMENT	DIRECTOR/COORDINATOR	LOCATION	PHONE
Culinary Arts	Larry Matson	C206	469-587-1248
Fashion Design/FRM	Donna Sapp	227	469-587-1236
General Education	Dr. Tim Parker	224	469-587-1222
General Education	John Sans	223	469-587-1238
Graphic Design/WDIM/Advertising	David Lipe	227	469-587-1232
Interior Design	Jan Parker	227	469-587-1243
Media Arts & Animation	Stephen Steinbach	227	469-587-1327
Photography	Lysa Ausmus	227	469-587-1254
Digital Film & Video Production	Lysa Ausmus	227	469-587-1254
Audio Production	Lysa Ausmus	227	469-587-1254
Design & Media Management	Dutchie Reid	209	469-587-1308

DEPARTMENT	SME/ADVISOR	LOCATION	PHONE
1st & 2nd quarter students	Lisa Boule	225	469-587-1223
Advertising/DMM	Carl Rossini	327	469-587-1354
Photography	Twyla Bloxham	326	469-587-1433

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Student Assistance Program   1-888-617-3362

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Campus Security, Officer on Duty   [Cell Phone**:**   214-684-2825]

[4th Floor Desk**:**   469-587-1428]

[3rd Floor**:**   469-587-1245]