

LIU Post

Palmer School of Library & Information Science

LIS 650

Basic Web Design

Fall 2012

PC1 – NYU Bobst Library

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Course Description:

This course introduces students to the fundamentals of designing, building and maintaining passive web sites. Passive web sites are those that do not change appearance as a result of user interaction. Students will learn and apply web site technologies such as XHTML (the Hypertext Markup Language using XML syntax) and CSS (Cascading Style Sheets). Students will be introduced to the web site architecture and web site design literature as far as they are relevant for passive web sites. Some fundamental aspects of the web such as http and URLs will also be addressed.

3 credits

Class Meetings:

9/8, 9/15, 10/13, 10/20, 11/3, 11/17.

Text, tools and materials:

Textbook: There are a great many good books on HTML and CSS. If you are interested in a text I suggest you visit the local library and read through a few. Nothing older than 3 years though please.

Required Software:

- Access to a computer with a minimum of a text editor and web browser
- Free HTML editors will be discussed as well

Various websites including but not limited to:

- LIU Blackboard located at [Http://blackboard.liu.edu](http://blackboard.liu.edu)
- W3Schools Online Tutorials <http://www.w3schools.com>
- World Wide Web Consortium <http://www.w3.org>
- Useit.com: Jakob Nielsen's Website <http://www.useit.com>

Learning Objectives:

- Upon completion of this course the students will:
- Understand the basic underpinnings of the World Wide Web
- Be able to interact with a web server for storage and retrieval of pages
- Sufficient knowledge of HTML in order to create simple standards compliant pages
- Sufficient knowledge of CSS in order to create simple style sheets
- Assess web pages using technical criteria

Palmer School Student Learning Objectives covered

- Students will use effective communication techniques and critical thinking skills such as problem solving and decision making skills.
- Students will understand and apply components of descriptive analysis of information by using standardized schema.
- Students will understand and be able to use the systems for organizing and structuring information and knowledge such as cataloging, classification and metadata formation standards.
- Students will be able to develop and/or evaluate information systems.
- Students will be able to utilize and assess both existing and emergent resources, systems and services and develop new ones.
- Students will demonstrate competency in multiple literacies such as information literacy, technological literacy and visual literacy.
- Students will understand and be able to apply a variety of information systems and technologies that facilitate the development, management, use and dissemination of information and information services.
- Students will use information technologies consistent with professional ethics and standards.

Prerequisites:

There are no prerequisites for this course. It is assumed students have a working knowledge of either Microsoft Windows or Apple OSX as well as the ability to copy and move files and directories.

Learning Outcomes and Measures:

Class Participation – the completion of several text-based assignments, completed throughout the semester, which demonstrate mastery of course objectives. The assignments will be in-class as well as homework.

Quizzes – will be given based on weekly assignments at the beginning of each class meeting.

Exams – paper-based and computer based exams will include concepts regarding the fundamentals of the World Wide Web and site design/evaluation.

Term Site – each student shall create a simple web site demonstrating the discussed methods

Additional assignments

- Additional assignments that the instructor may deem necessary to enhance learning and student engagement.

Grading Criteria

Grades carry the following meaning:

A range: excellent responses or observations and reflection presented in a well-written style with well supported content

B range: acceptable responses or observations and reflections presented in a well-written style with adequately supported content

C range: content and writing need improvement

D: content only loosely applicable to the discussion

F: content and/or writing is inappropriate or never submitted

Course Outline:

Topic	Coverage (in weeks – 110 minutes per week)
World Wide Web (WWW) Technologies	8
Site Analysis and Design	2
Multimedia Integration	2

Exams	1
Student Presentations	1
Total	14

Submissions/Grading

Activity/deliverable	Weight	Preparation time (hrs.)
HTML/CSS proficiency	25%	25
Quizzes	20%	15
Term Site	10%	10
Exams	20%	10
Class Participation	25%	15
Total	100%	75

(For undergraduate courses and graduate courses meeting 3 hours per week, the NYSED requirement for outside work is 90 fifty-minute hours (equivalent to 75 sixty-minute hours) over the semester.

General Instructions

- Student Preparation for Each Class:
- Read all assigned materials
- Review objectives
- Make note of any questions you may have come across during the reading/assignments

Plagiarism

Plagiarism is an unacceptable practice. Any submission that is suspect will be brought before the Palmer School. If the submission is deemed plagiarized then the student will fail the course as a minimum penalty.

Incompletes will not be granted unless there are extenuating circumstances. Before the last class meeting the student must meet with the professor and sign an incomplete contract that will list the current grade of submitted work, the work that is owed including the grading criteria and the final date of acceptance.

Without prior permissions all work that is not handed in on time will lose 10% for every day late.

Class Attendance/participation

Departmental attendance policy states that you are permitted one cut without explanation per semester without penalty provided all work is handed in on time (see note as per late submission). The second cut without explanation (doctor's note, etc.) will result in the loss of the class attendance portion of the final grade. The third cut without explanation will result in a grade of F.

Participation in class discussions is a mandatory part of the course. Be prepared to answer questions on the materials that have been assigned as well as the contents of your research.