Syllabus for IIST 561 Web Design and Development

Class Information

Class Number 6189  
Term Fall 2012  
Day/Time Tuesday 7:15 PM – 10:05 PM  
Classroom HS 004; Downtown Campus

Instructor Contact Information

Instructor Ira Goldstein  
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Office Hours Draper 114B, Tuesdays 4:30 PM – 6:30 PM, or by appointment

Course Description

The format for IST 561 is based on a method of teaching and learning referred to as "Problem-based Learning", or simply PBL. PBL is a term first used in the 1960s in a Canadian medical school. PBL entails students working on loosely structured problems, discovering on their own what they need to learn to solve it, and applying what they learn to the problem. In short, you're placed in a context where you need to take charge of your learning. This process is meant to not only to reflect but to actually "be" the type of process that you will find in the work world.

Outside of class, I am an IT manager. I will treat you and your projects as if this were occurring as formal projects in my office. Therefore, I expect a collegial environment where everyone contributes to the success of their team's project.

The projects we will be working on in this course are not toy projects. What you do in this course matters-- to you, to me, and to the ultimate recipients of our efforts. The time you put in will be repaid with the satisfaction of seeing your efforts make a difference in the world and being able to incorporate your efforts into your resume and work portfolio.

For this course, the loosely structured problem is this: develop a technology enhanced web site.

Research Notice

As part of an on-going effort to improve the design and implementation of this course, included in the weekly feedback form, you will be asked to provide reflections that may address questions related to the design of the course. You will also be asked to participate in discussions on similar topics. Your responses to these inquiries will "not" have a negative impact on your final grade. Your responses will be used to improve the design of the courses, and may be used as the basis of future journal articles and other publications. Neither your name nor any other identifiable information about you will be included in any such publications. Only I, will have access to your responses. You may choose at any time
to have your responses excluded from my research. Such a request will "not" have a negative impact on your grade.

**Learning Goals**
Web site development is about communication, not only with the web site user, but also with team members and with me. By the end of the course you will understand how to analyze a web site, including the web site’s audiences, determine client needs, and apply a structured approach to web design. You will develop project management skills and learn to think and write reflectively about your learning process. You will hone website development skills including how to prototype and present site designs and maintain a historical archive of your development efforts. You will learn about intellectual property issues such as copyright and how they influence development. In order to achieve these goals, you will also learn how to work with web development tools and standards, such as a website manager, XHTML, CSS, FTP, and JavaScript libraries. You will, in short, learn what it means to be a web developer by being a web developer.

**Becoming a Participant in this Learning Community**
Your participation is the learning experience. This is not a passive experience. You are being invited to design, shape, and pursue a learning experience that meets your needs and benefits your classmates and me. To that end, there are some things that would quickly erode our community and so must be avoided. These will be sufficient reason for you to fail the course immediately.

- Missing more than 2 classes without **prior** permission from me or the dean of graduate studies
- Lateness without **prior** permission from me
- Abusiveness toward instructors, classmates, or our learning partners
- Non-class related use of mobile phones, instant messenger, email, or other non-class related resources on the computers

**Working in the Digital Classrooms**
Since our classroom will also serve as our primary work area, there are some important issues you should be aware of:

- We are guests. As such **no food or drink** should be brought into the room. Crumbs fly, bottles leak. If you bring it, leave it outside the classroom door.
- We are bound by the software already installed on the systems. If we desperately need some new software installed, we can request it from ITS, but it may take some time. Plan accordingly.
- We must be considerate of classes meeting in the same room immediately before our class.
- Access to the classroom computers outside of our class time is likely to be very limited.

**Reading Material**

**Strongly Recommended**

http://www.webstyleguide.com/
http://www.sitepoint.com/books/javascript1/

These items should also be available at Mary Jane Books

If you're uncomfortable with or unable to keep up with the reading for any reason, talk with me about it and we will work to find ways to help you keep up and not stress over it.

**Attendance & Participation**
Class attendance is mandatory. Missing more than 2 classes without **prior** permission from me or the dean of graduate studies will be grounds for failure.

Promptness is important. Our in-class time is very limited and your engagement with the class is critical to your success. Be on time, be in the room, and be ready to teach and learn.

However, mere attendance is not sufficient. Your participation is not only required, it's necessary in order for the course to succeed. As such, your participation-- both during class and with your project teams-- will count heavily toward your final grade. If you're familiar with tools we're using already, take the opportunity to help your classmates learn them, too. We are a learning community-- if you know something, and can respectfully help others learn it, do so. If you need or want suggestions on how to teach, talk with me.

**Special Needs Accommodation**
Students who have special needs due to learning or other disabilities will be accommodated, and should inform me at the first class meeting. Students who request accommodation will be asked to provide appropriate documentation, which may be obtained through the student services office.

**Assessment**
The areas I consider when assigning final grades, beginning with the most important, include:

- Collaboration with your project team (participation, supportiveness, and cohesiveness)
- Engagement with me and with your classmates (questioning, risk taking, and teaching)
- Engagement with our clients (professionalism, respectfulness, and active listening)
- Demonstrated development skills (organization, technical skills, design and implementation skills)
- Final presentations at our Web Symposium (professionalism, coherence, and completeness)
In addition, you must submit all work listed on the class schedule and 361 Assignments in order to pass this course.

- Weekly questions and reflections: 10%
- Collaboration: 15%
- Design Documents (specs, requirements, screen shots): 15%
- Copyright Log: 10%
- Final Web Site with evidence of your contributions: 30%
- Your contribution to and participation in the final presentation: 10%
- Participation in class discussions: 10%

**The University's Responsible Computing Policy**

You are responsible for and accountable to the University's "Responsible Computing Policy", published at [http://www.albany.edu/its/policies_responsible_use_of_IT.htm](http://www.albany.edu/its/policies_responsible_use_of_IT.htm). Any violation of this policy will be grounds for failure.

**Intellectual Property**

Intellectual property (IP) refers to the things one creates out of ones own imagination and renders in a fixed medium. United States copyright, patent, and trademark laws address intellectual property rights. IP issues in this course are two-sided: your IP rights and the IP rights of others. We will be primarily concerned with copyright concerns in this course.

**Note:** I am not a lawyer. Statements made about IP rights and law are my own considered opinion and should not be relied upon to assert your rights.

**Your Intellectual Property Rights**

When one creates a written work in a fixed medium, under current U.S. copyright law one holds the copyright on that work. This means that one holds the exclusive right to copy, distribute, profit from, or promote the work.

When one creates works and submits them for academic credit, one may or may not be turning over some or all IP rights to the institution, depending upon published institutional policy. (I can find no published notice of student copyrights at UA.)

When one creates works in collaboration with others, under U.S. copyright law they are considered to be works of joint authorship. Generally, each contributor retains full copyright over the work and may use the work as he or she sees fit.

In this course, we will be developing websites that will ultimately be turned over to schools for their teachers to use in the classroom with students. Your participation in this course will be considered an assignment of copyright by you to the University and the schools to reproduce, promote, and use your work. If you prefer not to donate your work in this way, you must talk with me before the end of the second class meeting to establish an alternative, equivalent project that you will work on in this course.
If you have concerns about your IP rights regarding the sites you develop in this course, please talk with me or seek legal advice.

The Intellectual Property Rights of others
Respecting the IP rights of others is a critical part of being an information professional. As such, all materials used by you in this course either must be copyright free or you must have received written permission to use the materials. You must maintain an [IP log] of the source and copyright status of all materials used (even if only in a draft) as well as a file of all copyright waivers received. Materials of dubious status may not be used. Use of such materials will be grounds for failure.

Copyright Resources
You may find http://libguides.library.albany.edu/copyright useful in reviewing and understanding your IP rights and duties.

Plagiarism & Academic Honesty
You are responsible for understanding what plagiarism is and for avoiding it. Guidelines can be found at http://library.albany.edu/usered/plagiarism/ . In short, work you turn in must be your own and must respect others' intellectual property rights.

You are responsible for and accountable to the University's "Standards for Academic Integrity" policy, published http://www.albany.edu/reading/academic_integrity.php Any violation of this policy will be grounds for failure and referral to the Dean for Graduate Studies.

Reasonable Accommodations
If any of the policies for this course conflict with your established learning needs because of physical, cognitive, or psychological concerns, I will work with you and appropriate offices on campus to adjust course requirements as needed to make this a successful learning experience for you.

Your Comments & Suggestions
Both I and my courses are works in progress. I welcome your thoughtful comments and suggestions for how the course can be improved. Constructive, respectfully presented suggestions will "not" negatively influence your final grade.

Change Policy
Changes to course expectations and schedules are inevitable. Where and whenever possible, such changes will be made to your benefit.