CASPER COLLEGE COURSE SYLLABUS
INET 2675 N1 Web Design Business Fundamentals

Semester/Year: Spring 2016

Lecture Hours: 2  Lab Hours: 2  Credit Hours: 3

Class Time: Internet Course

Instructor’s Name: Heather Robinson

Instructor's Contact Information: Office Phone: (307) 259-0303  Email: hrobinson@caspercollege.edu

Office Hours: by appointment

Course Description: This course will present proven techniques for building a successful web design business. It will include strategies to increase business and will assist students in overcoming the fear of selling themselves and their business. It will also offer practical advice on organizing a business and techniques to maximize revenue from existing and new clients.

Statement of Prerequisites: None.

Goal: The goal of this course is to provide a solid understanding of the key issues associated with designing successful, standards-based web sites for clients of your web design business. This course will facilitate proficiency in web site development through the examination of the approaches currently used in the industry and through hands-on assignments. Students will develop and present their business ideas, strategies, and plans as well as create professional documents that could be presented to potential clients. Students will boost their confidence in their skills through presenting, practicing, collaborating, and building web sites based on proven principles of design. Students will be able to integrate the technology learned in this course into their professional and personal lives as successful web page designers.

Course Outcomes: The students will:
- Understand what the web design environment encompasses
- Understand Web 2.0 standards, CSS layouts, web typography, web page layouts and how to incorporate these into their websites
- Perform benchmarking exercises
- Create professional documents and deliverables for their potential clients
- Develop wireframes
- Develop blueprints
- Design for a user-centered web site
- Design for accessibility
- Analyze a potential audience or user group
- Design a personal blog/website that incorporates the techniques learned throughout the semester
Methodology: Online, Moodle.
- Students will find detailed weekly instructions on reading assignments, quizzes, and activities in Moodle. Assignments and quizzes will be completed online.
- Students will use Moodle to communicate with the instructor, please allow 24 hours for a response.
- Students should complete their reading assignments and labs each week and be an active participant in this distance education class. Students will log into Moodle several times a week to check for new information, news, and announcements.

Evaluation Criteria: Grades are assigned on a total percent basis.
Grades by percent:
A 100-90%   B 89-80%   C 79-70%   D 69-60%

40% Homework/Lab assignments
30% Quizzes
20% Discussions/Collaborative activities in Moodle
10% Final Project

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

Required Text, Readings, and Materials:

Getting started with WordPress

Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade: Please refer to the Casper College catalog for specific information. Last day to withdraw: April 14, 2016.

This is a self-directed course. It is up to the students to manage their time appropriately. Please notify the instructor if you need any help or need synchronous assistance with any materials in this course.

All course work is due by the dates specified within the Moodle classroom unless prior arrangements are made.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are
responsible to check their account regularly. This is also, where you will find course evaluation links during course evaluation periods.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

**Calendar or schedule indicating course content:** Detailed weekly work will be listed in the Moodle classroom. Each week students will read one or two chapters and perform homework assignments and/or projects, and a discussion question or collaborative assignment. Quizzes will be given after each Topic. Please look at all due dates within Moodle and on the Moodle calendar.

Tentative schedule:
Topic 1: Chapters 1-3
Topic 2: Chapters 4-6
Topic 3: Chapters 7-9
Topic 4: Chapters 10-12
Topic 5: Chapters 13-15 Meet with client
Topic 6: Project planning; wireframes to client; design
Topic 7: Development and Implementation
Topic 8: Project review and presentation