DRTL 2080 – Digital Authoring & Publishing Tools
Fall 2013
Tuesday, 5:30 PM – 8:20 PM, Chil 388

COURSE DESCRIPTION

A study of basic website design for retailing

COURSE OBJECTIVES

- Explore Graphical User Interfaces
- Evaluate and critic web user interfaces
- Develop Information Architecture for website
- Develop webpages using Hyper Text Markup Language (HTML)
- Explore and identify Dreamweaver components used in production of website
- Develop *e*-Portfolio on CMHT system

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Course Site: learn.unt.edu
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Office Hours: M – W 3:00 PM- 5:00 PM, or by appointment
Please call to let me know you are coming. Unanticipated events can occur

Note: In the event of University closing, go to Blackboard website for instructions

Textbook: **None**
The course Blackboard will serve as an online textbook in lieu of a physical book.

Grade Determination: The final semester grade will be determined as follows:
- **Class Attendance (96 pts):** Students will lose 8 pts for each unexcused absence.
- **Class Participation (24 pts):** Class participation will be evaluated by an individual student's class attitude and behavior.
- **UCD Web analysis (40 pts):** UCD web analysis will provide additional opportunities to apply concepts.
- **Information Architecture Assignment (60 pts):** Students will develop an Information Architecture for an existing website.
- **E-Portfolio (80 pts):** Students will develop their e-Portfolio on CMHT e-Portfolio platform.

- **HTML – Tags assignment (40 pts):** Students will create an HTML page and demonstrate the functionality of HTML tags
- **Dreamweaver Assignment (40 pts):** Students will build an ecommerce website using Dreamweaver.

Course Activity	Pts. Available
Class Attendance	96
Class Participation	24
UCD Web analysis assignment	40
Information Architecture assignment	60
e-Portfolio	80
Html – Tags assignment	40
Dreamweaver –assignment	40
Lab Assignments HTML lab assignment (18) Catalog and Product upload (22) Final Project Initial Report (30) Final Project IA (30)	100
Exam 1	100
Final Project & Presentation	100
Total	**680 pts**

Grading scale: The final semester grade will be determined as follows:

A = 90-100% (612 pts-680 pts)
B = 80-89% (544 pts-611 pts)
C = 70-79% (476 pts-543 pts)
D = 60-69% (408 pts-475 pts)
F = 59% or below (407 pts or under)

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Fall 2013 Tentative Course Schedule

The following schedule is tentative.
Updated schedule will be announced in class or via Blackboard.

Week	Dates		Topic	Reading	Assignment Due Dates
1	Sep	3	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Sep	10	Module 2 - Website Planning Lab	Module 2	UCD Web analysis assignment
3	Sep	17	Module 2 - Website Planning Module 3 - e-Portfolio Lab	Module 2	Information Architecture assignment
4	Sep	24	Module 4 - Basic HTML Lab	Module 4	*e*-Portfolio
5	Oct	1	Module 4 - Basic HTML Lab, Exam 1 Review		Html – Tags assignment Lab Assign – 18Points
6	Oct	8	**Exam #1 (Material to date)**		
7	Oct	15	Module 5 – Developing an ecommerce website, Module 6 - Dreamweaver	Module 5	
8	Oct	22	Module 6 - Dreamweaver Lab	**O.P.E.N.**	
9	Oct	29	Module 6 - Dreamweaver Lab	Module 6	Dreamweaver – ecommerce website Assignment.
10	Nov	5	Module 7 – Hosted ecommerce solution Lab	Module 7	Lab -Catalog and Product upload (22 point)
11	Nov	12	Module 7 **-** Hosted ecommerce solution Lab	Module 7	Lab Magento or Demandware
12	Nov	19	Module 7 – Hosted ecommerce solution Lab	Module 7	Lab Magento or Demandware
13	Nov	26	Developing an ecommerce site in Hosted environment		
14	Dec	3	**Final project presentation 5:30 pm to 8:20 pm**		Final Project Presentation

**This course schedule is subject to change when the instructor determines it necessary for the benefit of the course. Other assignments may be added as deemed necessary to meet the course objectives.