

DRTL 2080 – Digital Authoring & Publishing Tools
Fall 2014
Tuesday, 5:30 PM – 8:20 PM, Chil 274

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

Instructor: Sampath Pamidimukkala
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Course Site: learn.unt.edu
Email: Sampath.Pamidimukkala@unt.edu
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.

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:

- Class attendance is mandatory and will be checked each class period. Please be punctual and remain until class is dismissed.
- An excused absence will only be granted for personal illness, death in the family, or some other **extraordinary circumstances**, and **must be verified in writing by a physician or appropriate authority**.
- Students are responsible for any announcement and getting materials during their absence of class.

- **Students who have four or more unexcused University absences can be dropped from the course.**

Labs: There will be between Ten to Thirteen labs this semester. These labs are intended to show you software/techniques/exercises that can help you better understand the concepts.

Assignments:

- All assignments should be submitted to the instructor by *the beginning of the class* on the due date. After beginning of the class, all assignments are considered as late assignments and will *be penalized 10% for each class calendar day*.
- No excuse will be allowed for a late assignment and will not be accepted after a week of the original due date, resulting in a “0”.

Makeup Exams:

- Makeup exams will only be given if a student contacts the instructor *prior to the exam time*. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, and court appearance) to the instructor.
- A missed exam without an excused absence will result in a “0” for that exam.

Course Etiquettes

- Students are not allowed to use their cell phones, headphones, PDA’s, mp3 player, or other handheld devices. They must be turned off and put away out of sight during class.
- **Laptops, tablet PC’s, and notebook PC’s may be used only for note taking. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**
- If the instructor determines that a student is distracting class, the student will lose points toward the “class participation” grade.

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.

Course Activity	Pts. Available
Class Attendance	96
Class Participation	24
UCD Web analysis assignment	40
Information Architecture assignment	60
<i>HTML Assignment</i>	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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****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.**

Week	Dates		Topic	Reading	Assignment Due Dates
1	Aug	26	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Sep	2	Module 2 - Website Planning Lab	Module 2	UCD Web analysis assignment (40)
3	Sep	9	Module 2 - Website Planning Module 3 - Basic HTML	Module 2	Information Architecture assignment (60)
4	Sep	16	Module 3 - Basic HTML Lab	Module 3	<i>HTML Lab Assignment (80)</i>
5	Sep	23	Module 3 - Basic HTML Lab, Exam 1 Review	Module 1, 2 and 3	Html – Tags assignment (40) Lab Assign – 18Points
6	Sep	30	Exam #1 (Material to date) 100 points		
7	Oct	7	Module 4 – Developing an ecommerce website, Module 5 - Dreamweaver	Module 4	
8	Oct	14	Module 5 - Dreamweaver Lab	O.P.E.N.	
9	Oct	21	Module 5 - Dreamweaver Lab		
10	Oct	28	Module 6 – Hosted ecommerce solution Lab	Module 6	Dreamweaver – ecommerce website Assignment. (40)
11	Nov	4	Module 6 - Hosted ecommerce solution Lab	Module 6	Catalog and Product update assignment (22)
12	Nov	11	Module 6 – Hosted ecommerce solution Lab	Module 6	Final project initial report, (30)
13	Nov	18	Developing an ecommerce site in Hosted environment	O.P.E.N.	Final project IA (30)
14	Nov	25	Developing an ecommerce site in Hosted environment	O.P.E.N.	
15	Dec	2	Final project presentation 5:30 pm to 8:20 pm 100 points		