

DRTL 2080 – Digital Authoring & Publishing Tools
Spring 2015
Wednesday, 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: Tu – Th 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. No attendance will be taken on Jan 21, Mar 4, Mar 18, and May 6.
- 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 (12 classes)
Class Participation	24
UCD Web analysis assignment	40
Information Architecture assignment	60
HTML assignment Lab	18
Html – Tags assignment	10
Html – Website assignment	40
Dreamweaver – Website assignment	40
Dreamweaver – Single Product Page Lab	05
Dreamweaver – Ecommerce website	20
Catalog and Product upload Lab	22
Exam 1	100
Final Project & Presentation	100
Total	575 pts

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

A = 90 - 100% (517.5pts - 575pts)
B = 80 - 89% (460pts - 516.5pts)
C = 70 - 79% (402.5pts - 459pts)
D = 60 - 69% (345pts - 401.5pts)
F = 59% or below (345 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*	Jan	21	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Jan	28	NRF Meeting, Module 2 - Website Planning Lab	Module 2	UCD Web analysis assignment
3	Feb	4	Module 2 - Website Planning	Module 2	Information Architecture assignment
4	Feb	11	Module 3 - Basic HTML Lab	Module 3	<i>HTML Lab Assignment</i>
5	Feb	18	Module 3 - Basic HTML Lab, Exam 1 Review	Module 3	Html – Tags assignment
6	Feb	25	Module 4 – Developing an ecommerce website,		
7*	Mar	4	Exam #1 (Material to date) 100 points		
8	Mar	11	Module 5 – Dreamweaver lab		
9*	Mar	18	SPRING BREAK (No Class)		
10	Mar	25	Module 5 – Dreamweaver lab	Module 6	Dreamweaver – ecommerce website Assignment.
11	April	1	Module 6 - Hosted ecommerce solution Lab - Magento	Module 6	Catalog and Product update assignment
12	April	8	Module 6 – Hosted ecommerce solution Lab - Magento	Module 6	Final project initial report,
13	April	15	Developing an ecommerce site in Hosted environment - Demandware		Final project IA
14	April	22	Developing an ecommerce site in Hosted environment		
15	April	29	Final project Lab		
16*	May	6	Final project presentation 5:30 pm to 8:20 pm 100 points		