

**DRTL 2080 – Digital Authoring & Publishing Tools**  
**Spring 2017**  
**Wednesday, 5:30 PM – 8:20 PM, Chilton Hall 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)
- Develop ecommerce website

**Instructor:** Sampath Pamidimukkala  
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**Course Site:** [learn.unt.edu](http://learn.unt.edu)  
**Email:** [Sampath.Pamidimukkala@unt.edu](mailto:Sampath.Pamidimukkala@unt.edu)  
**Office Hours:** Mon – Tue 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 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.

<b>Course Activity</b>	<b>Pts. Available</b>
Class Attendance	96 (12 classes)
Class Participation	22
Module 1 - UCD Web Analysis Assignment	40
Module 2 - Lab Assignment	15
Module 2 - Information Architecture Assignment	45
Module 3 - HTML Tags Assignment	30
Module 3 - Lab Assignment 1	10
Module 3 - Lab HTML IMG	2
Module 3 - Lab - HTML Product webpage	10
Module 3 - HTML Website Assignment	40
Exam - 1	100
Module 4 - Ecommerce Website Analysis	40
Magento Lab Assignment 1	10
Simple Products Magento Assignment	30
Magento Lab Assignment 2	20
Magento Configurable Products Assignment	60
OpenCart Lab Assignment	10
Opencart – Ecommerce website	40
Demandware Lab/Liquidpixel Lab	10
Final Project & Presentation	100
<b>Total</b>	<b>730</b>

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

A = 90 - 100% (657pts - 730pts)  
B = 80 - 89.99% (584pts – 656.9pts)  
C = 70 – 79.99% (511pts – 583.9pts)  
D = 60 – 69.99% (438pts – 510.9pts)  
F = 59.99% or below (437.9 pts or under)

### **DIGITAL RETAILING PROGRAM OBJECTIVES**

- ☐ Graduates will be able to understand and apply theories and strategies related to consumer behavior in the omni-channel environment
- ☐ Graduates will be able to understand the digital retailing environment
- ☐ Graduates will be able to demonstrate the ability to effectively use industry related technological applications
- ☐ Graduates will be able to demonstrate understanding of omni-channel business strategies
- ☐ Graduates will be able to apply problem solving skills using quantitative and qualitative measures to address complex business situations
- ☐ Graduates will be able to demonstrate the ability to work in a team environment through proficiency in written, oral, leadership, and interpersonal communications

## DRTL 2080 – Digital-Authoring and Publishing Tools

**\*\*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	18	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	*No Attendance
2	Jan	25	Module 2 - Website Planning Lab	Module 2	Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise
3	Feb	1	Module 2 - Website Planning Module 3 - Basic HTML	Module 2	Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1
4	Feb	8	Module 3 - Basic HTML Lab	Module 3	Module 3 - HTML Tags Assignment Module 3 - Lab HTML IMG, Module 3 - Lab - HTML Product webpage
5	Feb	15	Module 3 - Basic HTML Lab,	Module 3	Module 3 HTML Product webpage
6	Feb	22	Module 3 - Basic HTML Lab, Exam 1 Review	Prepare for Exam 1	Module 3 - HTML Website Assignment
7*	Mar	1	<b>Exam #1 (Material to date) 100 points</b>		*No Attendance
8	Mar	8	Exam 1 – Feedback, Ecommerce website discussion		No Assignment
*	Mar	15	SPRING BREAK – No Class		
9	Mar	22	Module 4 – Developing an ecommerce website Module 5 – Magento Lab	<b>O.P.E.N.</b>	Module 4 - Ecommerce Website Analysis, Magento Lab Assignment 1
10	Mar	29	Module 5 - Hosted ecommerce solution Lab - Magento		Simple Products Magento Assignment, Magento Lab Assignment 2
11	Apr	5	Module 5 - Hosted ecommerce solution Lab - Magento	Module 5	Magento - Configurable Products Assignment OpenCart Lab Assignment
12	Apr	12	Module 6 - Hosted ecommerce solution Lab - Opencart	Module 5	Opencart – Ecommerce website
13	Apr	19	Developing an ecommerce site in Hosted environment – Demandware, Final Project Instructions. LiquidPixels	Module 6	Demandware Lab Assignment; Final project initial report, (30)
14	Apr	26	Developing an ecommerce site in Hosted environment	<b>O.P.E.N.</b>	Final project IA (30)
15*	May	3	Final project open lab		*No Attendance
16*	May	10	<b>Final project presentation 5:30 pm to 8:20 pm 100 points</b>		*No Attendance