

DRTL 2080 – Digital Platforms & Website Development
Spring 2018
Wednesday, 5:00 PM – 7:50 PM, Chilton Hall 388

COURSE DESCRIPTION

A study of fundamentals, key concepts and practices of ecommerce platforms in digital 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 using Magento, Opencart and LiquidPixels Platforms

Instructor: Sampath Pamidimukkala
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Course Site: learn.unt.edu
Email: Sampath.Pamidimukkala@unt.edu
Office Hours: Tue – Thu 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 (22 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 | 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 |
| 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 |
| Final Project & Presentation | 100 |
| Total | 680 |

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

A = 90 - 100% (612pts - 680pts)

B = 80 - 89.99% (544pts – 611.9pts)

C = 70 – 79.99% (476pts – 543.9pts)

D = 60 – 69.99% (408pts – 475.9pts)

F = 59.99% or below (407.9 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 | 17 | Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface | Read Syllabus/ Module 1 | |
| 2 | Jan | 24 | Module 2 - Website Planning Lab | Module 2 | Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise |
| 3 | Jan | 31 | Module 3 - Basic HTML | Module 2 | Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1 |
| 4 | Feb | 7 | Module 3 - Basic HTML Lab | Module 3 | Module 3 - HTML Tags Assignment Module 3 - Lab HTML IMG, Module 3 HTML Product webpage |
| 5 | Feb | 14 | Module 3 - Basic HTML Lab, Exam 1 Review | Module 3 | |
| 6* | Feb | 21 | Exam #1 (Material to date) 100 points | | |
| 7 | Feb | 28 | Exam 1 – Feedback, Module 4 – Developing an ecommerce website | | |
| 8 | March | 7 | Module 5 – Module 5 - Hosted ecommerce solution Lab - Magento | | Module 4 - Ecommerce Website Analysis, Magento Lab Assignment 1 |
| | March | 14 | SPRING BREAK – NO CLASS | | |
| 9 | March | 21 | Module 5 - Hosted ecommerce solution Lab - Magento | | Simple Products Magento Assignment, Magento Lab Assignment 2 |
| 10 | March | 28 | Module 6 - Hosted ecommerce solution Lab - Opencart | | Magento - Configurable Products Assignment OpenCart Lab Assignment |
| 11 | April | 4 | Module 6 - Hosted ecommerce solution Lab – Opencart Final Project Instructions. | | Opencart – Ecommerce website |
| 12 | April | 11 | Final Project | | Final project initial report, |
| 13* | April | 18 | Final Project | | Final project IA |
| 14 | April | 25 | Final Project | | |
| 15 | May | 3 | Final project presentation 5:00 pm to 7:50 pm 100 points | | Report |
| 16* | May | 10 | Final project presentation 5:00 pm to 7:50 pm 100 points | | Report |