Dr. Fred McMahan
Assistant Professor
Department of Learning Technologies
Discovery Park, G171
Fred.McMahan@unt.edu

OFFICE HOURS
Contact your instructor to schedule online or on-campus office hours.

RESPONSE TIME
Please note that my goal is to respond to student communications within 48 hours during weekdays. If for some reason I am unable to do so, I will follow up as soon as possible. I also always try to let you know ahead of time if I will be unreachable.

ASSIGNMENT FEEDBACK
My goal is to return graded assignments to you within 2 weeks. If for some reason I am unable to do so, I will do my best to let you know in advance and will return your graded assignment to you as soon as possible.

COURSE DEVELOPERS
This course was developed by Dr. Michael J. Robertson and Christina Churchill with support from Vincent Santa Maria and the UNT Department of Learning Technologies. It uses a hybrid mastery design first implemented in LTEC 3260/5420 by Dr. Greg Jones.
This course is designed to aid education and training professionals in creating Web-based materials and applications, utilizing HTML, CSS, JavaScript, and other appropriate resources. You will learn the technical skills required to create websites and the intellectual skills to select the most appropriate design to accomplish Web design objectives.

**PREREQUISITE**

No prerequisite.

**COURSE LEVEL OUTCOMES**

At the end of this course students will be able to successfully:

- CLO 1: Build a series of webpages.
- CLO 2: Use basic HTML and CSS layout techniques.
- CLO 3: Build a website that is responsive to all devices, including mobile.
- CLO 4: Discuss the importance of Web accessibility in designing a website.
- CLO 5: Deliver multimedia elements, including prepared audio and video through a Web interface.
- CLO 6: Use digital graphics in the Web environment.
- CLO 7: Use JavaScript to add interactive elements to webpages.
- CLO 8: Implement basic principles of visual design in the layout of webpages.
- CLO 9: Discuss elements of copyright law that extend beyond the basic copying of materials in the context of Web development (i.e., encapsulating materials owned by others within a Web frame set.).
- CLO 10: Be able to share (upload and download) websites using secure means.

**MODULE LEVEL OUTCOMES**

Throughout the modules in this course there are module-level outcomes listed. Next to each module level outcome (e.g., MLO 1.1) there is a number or numbers in parenthesis. That number or numbers correspond to the above course level outcomes (e.g., CLO 1). Everything you do in this course flows back to these course level outcomes.
This class uses a hybrid mastery learning approach. As students take the course they are given assignments that allow them to show their mastery of the materials being covered. In a pure mastery learning approach, we would hold off on proceeding to the next assignment until all students had shown mastery and at worst case, students falling behind would be held back until a later course. Since this isn't possible in a college course, this hybrid approach expects students to meet the goals of each assignment and then grades are assigned based on their mastery. Students can then decide if they wish to improve their mastery (as reflected in their grade) or continue on to show their level of mastery on the next assignment. While the assignments build on one another, students can show less mastery in one assignment and still show better mastery in a proceeding assignment.

### Materials

**REQUIRED**


**RECOMMENDED**


Some or all of the materials in this course may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the express and written permission of the copyright owner.
Grades

Grades are determined as follows:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Notes</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>5 quizzes at 10 points each</td>
<td>50</td>
</tr>
<tr>
<td>Discussions</td>
<td>4 forums at 3 points each</td>
<td>12</td>
</tr>
<tr>
<td>Website Assignments</td>
<td>4 assignments at 7 points each</td>
<td>28</td>
</tr>
<tr>
<td>Final Website Assignment</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Extra Credit</td>
<td>Final project proposal</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>102</strong></td>
</tr>
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</table>

The course grading scheme follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 to 90</td>
<td>A</td>
</tr>
<tr>
<td>89 to 80</td>
<td>B</td>
</tr>
<tr>
<td>79 to 70</td>
<td>C</td>
</tr>
<tr>
<td>69 to 60</td>
<td>D</td>
</tr>
<tr>
<td>59 or lower</td>
<td>F</td>
</tr>
</tbody>
</table>

Course Policies

The course is fully online in a 16 or 10 (summer) week format using Canvas. Each module includes a website assignment, discussion, and quiz. All students will participate, collaborate, and progress together within each scheduled week.

There are no face-to-face campus meetings. Communication is a mixture of discussions, announcements, and emails. Web conferences may be organized either 1:1, group, or as a whole class if needed. Contact your instructor if you would like to schedule a Web conference.

Assignments

There are five website design assignments in this course. These assignments require significant time at the computer. Students should plan to spend a minimum of six to nine hours a week of outside preparation for successful completion of this course.
Participation and punctuality are expected. Educational or Instructional technology is not doing computer projects; it is much more. Hence you need to be involved in class discussions and learning activities. Students may be dropped from the course with notice from the instructor due to lack of participation or non-attendance online.

Due dates will be announced in advance. Changes on the assignment’s requirements or due dates may be announced at later dates via Canvas. It is the student’s responsibility to keep up with updates and have all assignments ready on time.

As mentioned above, this course uses a hybrid mastery learning approach. Students have more than one opportunity to show that they can master each assignment’s requirements. Students may choose to redo assignments that do not meet 100% of the assignment requirements at the due date. In practice, this means the following:

- Website assignments are due on the date assigned.
- Website assignments that are not present (no pages) will be assigned a grade of 0 (zero) and cannot be re-done.
  - Try to at least get the index.html page up so that you have the chance to complete the assignment on the subsequent redo.
- Website assignments that are present, but do not meet 100% of the requirements will be assigned a grade of 50% (grade points to be rounded down).
- Students may elect to correct website assignments and resubmit for a re-grade. Resubmits are available as follows:
  - Assignment 1, 2, 3 - two times
  - Assignment 4 - one time
  - Assignment 5 (final assignment) - no redos
- All website assignment redos must be resubmitted by the time of the next assignment due date, unless the student has made prior arrangements with the instructor.
- The student must contact the instructor directly to inform him or her that the resubmitted website assignment is ready for review.
- Resubmitted website assignments when revised that meet the assignment's requirements will count 80% of the original points (i.e, 5.6 out of 7).
- Resubmitted website assignments are typically graded with the next due assignment.

**IMPORTANT**

Each webpage in each website assignment is expected to contain the elements required in the given assignment's directions, have no broken links or broken code, look consistent, and use valid HTML. If your website assignment does not contain all the required elements or has improperly implemented elements you will not receive full credit.

Attention to detail is critical to success in this course. Use the requirements list as a checklist. Adopting a strict validation process is also critical. Validation is covered in Module 1. Students are encouraged to carefully check the logic and the output of their websites before submitting them for review and grading.

**DISCUSSIONS**

Discussion postings can be made on or before the due date of the discussion.
**LATE WORK**

All course-related assignments are expected to be submitted on time. Any assignments not turned in by the stated deadline may be assigned a grade of zero unless the student has made prior arrangements with the instructor. If there are any questions concerning a late policy, please contact your instructor.

**INCOMPLETES**

The department complies with university policy regarding the assignment of an Incomplete Grade in any course. Please see [http://registrar.unt.edu/grades/incompletes](http://registrar.unt.edu/grades/incompletes) for information. Per UNT policy, a grade of Incomplete can only be awarded to a student who is 1) passing the course and 2) has a justifiable and documented reason, beyond the control of the student, for not completing the course work on schedule. Notification and submission of documentation must be provided to the instructor at the time of the emergency.

**STUDENT CONDUCT and ACADEMIC INTEGRITY**

All works submitted for credit must be original works created by the scholar uniquely for the class. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level. You are encouraged to become familiar with the university’s [Student Standards of Academic Integrity](http://registrar.unt.edu/grades/incompletes)

Of particular interest are the following terms:

- **Cheating** – intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.
- **Plagiarism** – the deliberate adoption or reproduction of ideas, words, or statements of another person as one’s own without acknowledgement.
- **Fabrication** – intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- **Facilitating academic dishonesty** – intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity.

**Technology**

To be successful in this course, students should have basic keyboarding and computer skills, and be comfortable navigating the Internet. This fully online course occurs primarily via [unt.instructure.com](http://unt.instructure.com).

**CANVAS**

To access the course materials and participate in the course activities, you will need to log in to [unt.instructure.com](http://unt.instructure.com).
Please be sure that your device or devices meet the technical requirements for Canvas. Technical requirements and browser requirements are located in the Canvas Student Guide. If you need Technical Support with Canvas, click the Help link on the left side Global Navigation. From there you can Search Canvas Guides, Chat with Support, or Submit a Request for assistance. You can also contact the UNT Help Desk for assistance with Canvas.

AUTHORING SOFTWARE

Students are required to have an authoring tool, SFTP client, and VPN client in order to create and manage their course assignments. There are several authoring tools and SFTP clients available. This course focuses on Adobe Dreamweaver CC since it is currently the industry standard. Adobe Dreamweaver CC also includes an SFTP client making the server connection process more streamlined. It is highly recommended that you acquire Dreamweaver through the Adobe Creative Cloud.

What is Adobe Creative Cloud?

Adobe Creative Cloud is Adobe’s subscription-based productivity suite consisting of powerful production tools for the digital arts and media creation. The Creative Cloud contains the latest versions of Photoshop, Premiere, Dreamweaver and many other industry standard tools for the creation of digital media. Adobe makes the entire software suite available for students and teachers at a low monthly cost.

Why Adobe Creative Cloud?

Adobe’s production suite contains tools that are industry standards for the production of digital media. Employers are demanding instructional designers be knowledgeable about learning theory, industrial design techniques, and the technical skills necessary to create multi media and digital content. Throughout this program you will use these industry standard tools to construct artifacts of learning.

How do I access Adobe Creative Cloud?

Adobe Creative Cloud is available as a subscription service through Adobe with student pricing. The Creative Cloud contains all applications you will use through the degree program. Adobe is now offering Adobe Creative Cloud access for a monthly fee. You can purchase a subscription directly from Adobe at http://www.adobe.com/products/creativecloud.edu.html?promoid=JQPEQ.

Creative Cloud Accessibility

Information about Adobe’s accessibility in products and services is online at https://www.adobe.com/accessibility/products/creativecloud.html.

LT Recommendation

If you plan on taking more than one LT course (i.e. web authoring, computer graphics, media design, instructional systems design, etc.) we suggest that you subscribe to the Adobe Creative Cloud service which includes InDesign, Photoshop, Illustrator, Flash Professional, Dreamweaver, Fireworks, Acrobat XI, Premiere and more. It is less expensive to buy this subscription package that includes all the software than buy individual software licenses for each course.
CLASS SERVER

This course uses classes.lt.unt.edu for assignment upload (SFTP) and presentation (via browser). Students must use this server to receive credit for their assignments. You will be unable to access classes.lt.unt.edu without using UNT’s VPN1.

Creating Server Space

1. Download and install the Cisco AnyConnect Mobility Client.
2. Using the Cisco AnyConnect Mobility Client, login to vpn1.unt.edu.
3. Go to classes.lt.unt.edu/instructions and follow the steps to create your course space.

Accessing the Course Server

Once you have created your course space, you follow the steps below whenever you want to connect with classes.lt.unt.edu:

1. Using the Cisco AnyConnect Mobility Client, login to vpn1.unt.edu.
2. Launch your authoring tool (w/built-in SFTP client) or standalone SFTP client and follow the directions for your specific client at https://classes.lt.unt.edu/instructions.

CISCO ANYCONNECT VPN CLIENT

Always use Cisco AnyConnect VPN client to access classes.lt.unt.edu. First use the client to access vpn1.unt.edu, then open your browser and go to classes.lt.unt.edu. You must use vpn1.unt.edu to access classes.lt.unt.edu. No other UNT VPN addresses will work for the class server.

SFTP CLIENT

Adobe Dreamweaver CC is recommended in part because it includes an SFTP client; however, if you prefer to use a standalone SFTP client with Dreamweaver CC or another authoring tool, feel free to do so. Additional SFTP client options are located at classes.lt.unt.edu/instructions.

LYNDA.COM

Some materials in this course reside in Lynda.com. All UNT students, faculty, and staff have access to these materials. To view a Lynda.com video, you must first enter your EUID and password.

ZOOM

If Web conferences are scheduled, they will be in Zoom. Zoom is UNT’s web conferencing tool for courses and approved special use cases (e.g., student services such as advising, career center, and writing lab).
PRIVACY POLICIES

- Adobe
- Canvas by Instructure
- Cisco
- Lynda.com
- Zoom

ACCESSIBILITY

- Adobe Dreamweaver CC
- Canvas
  - Accessibility within Canvas
  - Voluntary Product Accessibility Template
- Cisco AnyConnect
- Lynda.com
- Zoom

Student Services

The following services and resources are available to UNT students:

- MyUNT
- UNT Counseling and Testing Services
- UNT IT Help Desk
- UNT Libraries
- UNT Office of Disability Accommodations (ODA)
- UNT Registrar
- UNT Student Services

University Policies

ADA

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional
information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at (940) 565-4323.

**ADD/DROP**

The department adheres to the add/drop schedule established and published by the UNT Office of the Registrar. See the registration calendar for information (http://registrar.unt.edu/registration/registration-guides-by-semester).

**STUDENT CONDUCT and DISCIPLINE**

You are encouraged to become familiar with the University Student Code of Conduct maintained by the Dean of Students in the Office of Student Affairs: https://deanofstudents.unt.edu/conduct.

**IMPORTANT NOTICE for F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES: FEDERAL REGULATION**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at http://www.ecfr.gov.

The specific portion concerning distance education courses is located at "Title 8 CFR 214.2 Paragraph (f) (6)

(i) (G)" and can be found buried within this document: https://www.ice.gov/sevis/schools/reg#f6g

The paragraph reads:

(G) For F–1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F–1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

**University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:
1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (940-565-2195 or internationaladvising@unt.edu) to get clarification before the one-week deadline.

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### Course Information Module

Read the Netiquette page to proceed with the Course Information Module requirement.

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## Course Summary:

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fri May 26, 2023</td>
<td><strong>Please Introduce Yourself</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td>Sun May 28, 2023</td>
<td><strong>Course Information</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td></td>
<td><strong>Acknowledgment</strong></td>
<td></td>
</tr>
<tr>
<td>Sun May 28, 2023</td>
<td><strong>Discussion 1: Layout and Style</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td></td>
<td><strong>Uploading a Test File</strong></td>
<td></td>
</tr>
<tr>
<td>Sun Jun 4, 2023</td>
<td><strong>Assignment 1: Basic HTML5, CSS3, and Page Layout</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td></td>
<td><strong>Quiz 1 (1.1-3.3)</strong></td>
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<tr>
<td>Sun Jun 18, 2023</td>
<td><strong>Discussion 2: Copyright and Web Content</strong></td>
<td>due by 11:59pm</td>
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<tr>
<td>Sun Jun 25, 2023</td>
<td><strong>Assignment 2: CSS3 Graphics and Responsive Web Design (RWD)</strong></td>
<td>due by 11:59pm</td>
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<tr>
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<td><strong>Quiz 2 (4.1-5.3)</strong></td>
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<tr>
<td>Date</td>
<td>Details</td>
<td>Due</td>
</tr>
<tr>
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<tr>
<td>Sun Jul 2, 2023</td>
<td><strong>Discussion 3: Web Accessibility</strong></td>
<td>due by 11:59pm</td>
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<tr>
<td>Fri Jul 7, 2023</td>
<td><strong>Final Project Proposal</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td>Sun Jul 9, 2023</td>
<td><strong>Assignment 3: Working with Tables and Columns</strong></td>
<td>due by 11:59pm</td>
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<tr>
<td></td>
<td><strong>Quiz 3 (6.1-6.2)</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td>Sun Jul 16, 2023</td>
<td><strong>Discussion 4: Multimedia and Website Development</strong></td>
<td>due by 11:59pm</td>
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<tr>
<td>Sun Jul 23, 2023</td>
<td><strong>Assignment 4: Forms, Multimedia, and JavaScript</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td></td>
<td><strong>Quiz 4 (7.1-9.3)</strong></td>
<td>due by 11:59pm</td>
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<tr>
<td>Thu Jul 27, 2023</td>
<td><strong>SPOT evaluations === EXTRA CREDIT opportunity</strong></td>
<td>due by 11:59pm</td>
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<tr>
<td>Fri Jul 28, 2023</td>
<td><strong>Assignment 5: Final Project</strong></td>
<td>due by 11:59pm</td>
</tr>
<tr>
<td></td>
<td><strong>Quiz 5 (1.1-9.3)</strong></td>
<td>due by 11:59pm</td>
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