

ECI 475/575 Course Syllabus

Educational Web Authoring

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Instructor Information

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Course Description

ECI 575 gives a conceptual and applied orientation to the educational uses of the Internet and World Wide Web, with an emphasis on educational and instructional application. It provides the background knowledge and technical overview needed to understand how to design and create educational materials for publication on the World Wide Web (WWW).

This course will focus on four central issues. These include:

- Mastery of XHTML 1.0 code
- Understanding of page design principles for the WWW
- Introduction to extensions of HTML, including graphics and cgi
- Application of the World Wide Web to educational needs

It is assumed all participants have access to and are able to use a Windows and/or Macintosh computer at an advanced level for class work. Students must be able to connect to the World Wide Web in order to complete online work. A dedicated high-speed connection is recommended.

Participants are free to choose a web-authoring environment according to their interests and needs. While it is possible to create web pages entirely in simple text editors such as Notepad or TextEdit, it is recommended that participants plan on investing in a more dedicated authoring environment. Examples for the class will be given in text editors and Macromedia Dreamweaver.

Participants may purchase the Macromedia Web Authoring Studio at a greatly reduced price with student ids. This four-application suite costs approximately \$185. It is not a requirement of the class to purchase this software.

This course is taught both at the undergraduate and graduate level. Assignments for enrollees in 475 are less rigorous as noted below.

This class is conducted asynchronously online; there will be no scheduled meetings either physically or online. Discussions will take place in an active bulletin board environment. Student work will be posted to a common class web site where Dr. Hollenbeck can access and comment upon the work.

Prerequisite

ECI 530 or equivalent computer skills

Course Organization

This course emphasizes learning by participation. A thorough grounding in HTML will be blended with inquiries into the educational uses of the World Wide Web. The semester work will be divided between online tutorials, small group interactions and the completion of provided exercises. Students will be expected to devote at least 8 hours per week to mastery of course topics.

This course will be taught entirely online. Participants should be able to access a computer that is connected to the Internet, and should understand the basic operations of the World Wide Web, Adobe Acrobat and electronic mail. Blackboard, a computer bulletin board, will serve as the primary location for class work throughout the semester.

Course Texts

Required Texts

- Castro, Elizabeth (2003). *HTML for the World Wide Web with XHTML and CSS: Visual QuickStart Guide, Student Edition, Fifth Edition*. Berkeley, California: Peachpit Press.
- Williams, Robin and Tollett, John (2002). *Web Design Workshop*. Berkeley, California: Peachpit Press.
- Krug, Steven, (2000). *Don't Make Me Think: A Common Sense Approach to Web Usability*. Indianapolis, Indiana: New Riders Publishing.
- Readings accessed by the World Wide Web and distributed in Adobe Acrobat. A free reader is available.
- Lectures accessed by the World Wide Web and distributed in Microsoft PowerPoint. A free reader is available.

Optional Text

- Musciano, C. & Kennedy, B. (1998). *HTML: The Definitive Guide, Fourth Edition*. Sebastopol, CA: O'Reilly. Order it from Amazon.
- Williams, Robin and Tollett, John (2000). *The Non-Designer's Web Book, 2nd Edition*. Berkeley, California: Peachpit Press
- Horton, Sarah (2000). *Web Teaching Guide*. New Haven: Yale University Press.

Required Skills and Access

- Use of Internet, including electronic mail and the World Wide Web
- Ability with PowerPoint, Web Graphics, and an authoring program
- An active ODU email account
- Access to the Internet from the main location of study

Class Policies

Interaction Policy

Students are responsible for weekly material, and are valued for contributions to discussion. It is understood that most students are involved with professional and personal obligations, but in taking this course you are responsible to complete the assigned work and interact online with fellow participants.

There are no regularly scheduled meetings, either physically or online. The minimum amount of interaction required for this class is that each participant log into the Blackboard course environment at least two different times per week and contribute at least four postings directly related to the week's work. See Participation Information (below) for the course Web address.

Please note: This class may not be taken as an independent study.

Coursework Policy

Competency is graded by the grasp of assigned weekly material. This assessment will be made through written quizzes, quality of discussion and assigned homework. It is expected that assigned work be completed in a timely manner and in such a way that it reflects a considered effort towards mastery of the subject.

Participation

Blackboard is a secure online course environment maintained by Old Dominion University. Each participant receives an account in the ECI 575 course environment upon successful enrollment in the class. Once enrolled, the course may be found at the following Web address:

- <http://www.blackboard.odu.edu/>

To log into Blackboard, you will need to know your ODU email account name and password. It will also be helpful to have some basic understanding of Blackboard prior to beginning the class. Please access the following Web address to address these issues:

- http://www.odu.edu/dl/clt/bb/student_help_page.html

Instructional Activities

Course Goals and Objectives

The ends in view for this course will help learners:

- Gain proficiency in the creation of educational web pages
- Understand HTML coding and basic UNIX server conventions
- Be able to modify graphics for use on the WWW
- Create small, quick-loading web pages
- Gain experience in using hyper textual online resources for educational purposes
- Make informed and critically reflective decisions regarding the creation and utilization of the WWW in education

Class Topics

The following topics will be covered in this class

- Basic HTML coding
- The use of a graphical web authoring environment
- Educational Web Design
- Web site organization
- Web site publishing
- Interactive technologies
- Basic JavaScript and Dynamic HTML
- Graphic formats
- Introductory Flash

Reading Assignments

Weekly reading assignments will be posted on Blackboard. A complete schedule may be viewed in the Course Documents area.

Study Guides

Study guides will be made available for all readings assigned in ECI 575. They will be found in the Course Documents section of Blackboard.

Discussion Questions for Readings

Questions will be posted for the weekly readings in the Blackboard discussion forums

Assignments

All assignments are more completely defined and operationalized in Blackboard.

Assignment 1 - Personal Web Site

The first work consists of a complete personal web environment using HTML 4.0 text coding only. This set of pages will include at least the following:

- Home page, with site overview and links to each part
- Resume or Biography
- “Hotlist” of relevant sites

This assignment is to be published on the World Wide Web.

ECI 475 students will complete this entire assignment.

Assignment 2 - A Simple Lesson

A simple lesson web site will be designed and developed in accordance to the readings. The model for this work will be a WebQuest. The final product will consist of 5 linked lesson pages, a teacher’s resource page and an educational rationale for this work.

ECI 475 student complete only the lesson pages.

Assignment 3 - Advanced Web Skills

Assignment 3 is a combination of all the advanced exercises in the second part of the class. The following exercises must be completed and linked to your Web site by the final day of class:

- Graphics
- Tables
- Forms
- Image Maps
- Cascading Style Sheets
- JavaScript

ECI 475 will complete this entire assignment.

Assignment 4 - Independent Project

A final project is required of each member of class. It should reflect a mastery of the technical and design skills mastered during the semester. Each student is responsible for selecting the subject matter; the only requirement is that the project must teach something. The final project should be a minimum of 10 web pages, and a design document must accompany each project.

The independent project must integrate one additional interactive Web technology.

Examples include:

- JavaScript
- Flash
- Advanced Graphics
- CGI, or other server scripting tools

This project may be completed in a group, but the size must grow to reflect the number of individuals participating. Generally, there should be a minimum of 10 web pages per person in the group.

ECI 475 students will complete a 5-page version of above, and may omit interactive technologies.

Tests and Examinations

Weekly quizzes and challenges will help give practice and anchor the readings. These quizzes will count towards the Participation grade.

A midterm performance exam will cover course topics to this point. It will consist of a Web assignment to be completed within one week. Resources and design guidelines will be given.

A final performance exam will encompass all course topics. Students will be asked to perform various tasks in line with the course objectives. This exam will be given during ODU's final exam week.

Assessment Information

Assessment

All work is graded by the instructor based upon the criteria of the assignment according to a clear grading rubric provided with the assignment. Students may revise any work for an improved grade after the work is initially turned in. All revisions are due within a week of the return of the initial grading. Revisions will be awarded partial credit towards an improved grade.

Work is due on the date announced. Late work will be penalized unless an agreement has been reached between the student and the professor.

All work must be turned in to pass the course.

Grade Distribution.

The grade weight ranges for each activity are indicated below:

Participation	30%
Project 1	10%
Project 2	10%
Project 3	10 %
Project 4	20%
Midterm Exam	10%
Final Exam	10%

Evaluation Criteria

Grades will be assigned using the established academic practice of letter grades. The following guidelines will be employed cumulatively for each assignment (based upon Bloom's Taxonomy of Cognitive Learning).

Grade	Concept	Description
F		No evidence of learning.
D	Knowledge	Ability to recall facts about the subject.
C	Comprehension	Can show understanding of key concepts.
B-	Application	Able to employ the key concepts in practical way.
B	Analysis	Examine and explain how systems work.
A-	Synthesis	Work of superior quality, showing complete grasp of the subject and an ability to apply the knowledge achieve novel results.
A	Evaluation	Can gauge the quality of topic areas based upon knowledge of the field.

Honor Pledge

“I pledge to support the honor system of Old Dominion University. I will refrain from any form of academic dishonesty or deception, such as cheating or plagiarism. I am aware that as a member of the academic community, it is my responsibility to turn in all suspected violators of the honor system. I will report to Honor Council hearings if summoned.”

Honor Code

By attending Old Dominion University you have accepted the responsibility to abide by this code. This is an institutional policy approved by the Board of Visitors.

The Honor System at Old Dominion University is based on individual integrity. This system assumes that every student will accept his or her role in the University community with a feeling of self-respect and duty. Lying, cheating and plagiarism all constitute violations of the Honor System. Each piece of work submitted by you such as homework and term papers must be your own work. As a member of our community of scholars at Old Dominion University, you are expected to adhere to the above pledge.

Accommodation

Every effort will be made to accommodate those course participants with learning and/or physical disabilities. Old Dominion University offers a number of services and policies to enable everyone access to learning. A list of resources from Old Dominion University Disability Services is available on the World Wide Web at the following address:

- <http://www.odu.edu/webroot/orgs/STU/stuserv.nsf/pages/dswebpage>

Student Handbook

There are a number of services and policies that can assist and define your interactions with Old Dominion University. Please note that there are two handbooks available from Old Dominion University Student Services: One for students physically present on campus and one for students learning at a distance (TELETECHNET). Choose the document that covers your situation. Both handbooks may be accessed at on the World Wide Web at the following address:

- http://www.odu.edu/webroot/orgs/STU/stuserv.nsf/pages/student_handbook