IS301: Introduction to Web Technologies  
FALL 2012  SECTION 001  
Delivered Online by Asynchronous Distance Education

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Time: Online - Asynchronous  
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Email is the best way to reach me.

COURSE DESCRIPTION:  
Introduction to the Internet and World Wide Web technologies and practices. Topics include the history and development of WWW and the Internet; standards-compliant markup and tools for creation of markup (e.g., XHTML, and style sheets): introductory webpages and website design.

OBJECTIVES:  
This course introduces the major components of the WWW and the ways they work together to provide information and services, support creative work, and support social and political communities.  

The course emphasizes markup, primarily use of Extensible Hypertext Markup Language (XHTML) with Cascading Style Sheets (CSS), but in addition explains the roles of Web browsers and Web servers in delivering Web content. The course also introduces tools for creating, testing, and validating XHTML and CSS markup. In addition, issues related to providing Web systems capable of serving users who may have varying personal capabilities (accessibility) are introduced. At the end of the course, based upon your completion of the class readings, assignments, lectures, and exams, you will be able to:

1. Understand the issues associated with using web-based technologies to communicate information for a variety of purposes, including advertising, scholarship, & social interaction.  
2. Describe the history and development of the Web and the Internet, and its continually-evolving impact on society.  
3. Identify and critically evaluate the elements of design and functionality present in existing websites, and determine their implications for the website as a vehicle for effective communication.  
4. Demonstrate the ability to design and create simple standards-compliant Web pages and Web sites.
5. Create and evaluate markup that provides accessibility and usability of the web page and its content.
6. Use web tools such as XHTML, CSS, Web browsers & servers, validators, text editors, and Content Management Systems
7. Learn and apply widely-accepted best practices of web design, user web searching behavior, and usability testing.

ABOUT THE COURSE:
INSC 301 will be delivered as an asynchronous online course, which means that each student will access each week’s pre-recorded class sessions at a time of his or her choosing, during the course of that week. This course will have two recorded class sessions of no more than 75 minutes each that will be made available to you on most weeks. Other weeks may have only one (such as the first week in the semester) or no sessions (e.g., spring break).

UT School of Information Sciences (SIS) offers online courses for undergraduate classes, in order to help students cope with balancing their busy schedules of classes, homework, jobs, and extracurricular activities. In addition, online courses prepare students for future experiences in the 21st century workplace, in which online learn-on-demand courses are often used for continuing education, advanced certification, and professional development courses. By taking this class, you will be gaining both greater flexibility in managing your time, and valuable experience with this alternative learning environment.

UT SIS has successfully used distance education to deliver graduate classes for many years, and began offering undergraduate online courses in Fall 2009. It is important to recognize that taking an asynchronous online course is different from a traditional class, or even a synchronous DE class, where everyone attends online at the same time. There are a few simple guidelines to follow (listed below), which will ensure that you have a successful experience. I promise you that I will uphold my responsibility to provide you with the same high level of support, access, and communication that you would want to have in a traditional classroom setting.

The course is structured to make it a rewarding learning experience that will also have meaning for you both for your subsequent education, and in your future professional life. In some aspects, your part of the bargain is the same as it would be for a traditional class. I expect you to demonstrate critical thinking skills as well as commitment and involvement with our online discussions and your assignments. Learning is not a passive process; it is about a student’s actively engaging the material through reading, thinking, discussing (online), questioning, practicing skills, and ultimately understanding. Bring your best efforts, a positive outlook, energy, and curiosity to each of the class sessions. Together we can make the class as interesting, relevant, and exciting as possible.

Online Course Success Guidelines for Students:
Accept that you must be more self-reliant in an online class: Although students are always responsible for knowing everything in the syllabus and complying with the requirements of a course, this is especially true for an online course. Students are expected to show self-initiative, to make good time management decisions, and to be especially proactive in contacting the instructor when they are having problems, or don’t understand something.

Keep up with the weekly schedule outlined below: Enjoy attending class at 2am in your pajamas, or while you are traveling with the team to a game, if you wish, but don’t abuse the schedule flexibility by falling behind, just because the class doesn’t meet at the same times each week. THE SINGLE BIGGEST MISTAKE ONLINE STUDENTS CAN MAKE IS TO PUT OFF VIEWING THE SESSIONS AND ALLOW THE ATTENDANCE AND ASSIGNMENTS TO PILE UP.

Put extra effort into all opportunities for interaction with your classmates and instructor: We will be using the online discussion board, blog tool, and other electronic means to interact as a class. Many students are very comfortable with interacting through electronic media like Facebook or G-chat, but whether you are or not, believe me that we can have meaningful discussions, and question and answer sessions, even though we will not be together at the same time, as long as you do your part to participate.

**REQUIRED MATERIALS:**

**Textbooks:**

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<tr>
<th>Title</th>
<th>Author</th>
<th>Edition</th>
<th>ISBN</th>
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**Blackboard:**

The syllabus and other course-related information will be available on the Blackboard system Online@UT at [http://online.utk.edu/](http://online.utk.edu/) This system provides support for asynchronous communication for the course. You will need your NetID and password to access the materials at Online@UT. Additional online course materials and lessons will be posted to Blackboard.
ASSIGNMENTS:

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<th>Type of Assignment</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>Problem Sets (10 ~weekly)</td>
<td>33%</td>
</tr>
<tr>
<td>Exams (3 during semester)</td>
<td>33%</td>
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<tr>
<td>Course Project (in 2 parts)</td>
<td>33%</td>
</tr>
</tbody>
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Problem Sets:
Much of the material in this course depends upon practical application of skills learned during the semester. Short problem sets will be given on a regular basis to make sure that students understand and can apply the material being presented.

Exams:
Three exams will be given through the semester to test basic concepts and understandings. The exams will be given online through Blackboard.

Course Project:
A course project will be assigned involving the design and development of a basic website for presentation on the web. More details will be announced in class.

GRADING SCALE:

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<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage of total points</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100%</td>
</tr>
<tr>
<td>A-</td>
<td>88-93%</td>
</tr>
<tr>
<td>B+</td>
<td>85-87%</td>
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<tr>
<td>B</td>
<td>82-84%</td>
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<tr>
<td>B-</td>
<td>78-81%</td>
</tr>
<tr>
<td>C+</td>
<td>75-77%</td>
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<tr>
<td>C</td>
<td>72-74%</td>
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CHEATING AND PLAGIARISM:
The University of Tennessee operates with a strict student code of honor regarding academic integrity. All work submitted by a student must be that student’s work. When you write for this class or when you find information through a search, remember that any sources you use must be credited and that materials from the Internet must be cited too. Use any standard style manual for citing sources as long as you are consistent in formatting the citations, although the preferred style for our college is APA (American Psychological Association) style. If you use someone’s words or ideas without attribution - that's plagiarism. Remember, cheating and plagiarism are violations
of scholarly and professional ethics and University policy; don't do it! Further information is available in *Hill Topics*, the UTK student handbook.

**DISABILITIES:**
Please contact the Office of Disability Services at 191 Hoskins Library at 865.974.6087 if you need course adaptations or accommodations. They will work with you to arrive at the appropriate program and register you for services. Also contact me so we can talk about solutions.

**CCI DIVERSITY STATEMENT (CCI BYLAWS, SECTION II-C):**
The College of Communication and Information recognizes that a college diverse in its people, curricula, scholarship, research, and creative activities expands opportunities for intellectual inquiry and engagement, helps students develop critical thinking skills, and prepares students for social and civic responsibilities. All members of the College benefit from diversity and the quality of learning, research, scholarship and creative activities is enhanced by a climate of inclusion, understanding and appreciation of differences and the full range of human experience. As a result, the College is committed to diversity and equal opportunity and it recognizes that it must represent the diversity inherent in American society. The College is acutely aware that diversity and fairness are foundations that unite the College’s faculty, staff, students, and the larger communication and information community (see [http://www.cci.utk.edu/diversity-statement](http://www.cci.utk.edu/diversity-statement) for CCI’s full Diversity Statement).