



# Syllabus



## Syllabus

### **CIT-270:** E-Commerce and Web Development

## Course Description

This course provides a foundational understanding of web design and development. Topics include planning a website, tools available, typography, images, multimedia and maintenance. Emphasis will be placed on understanding current and future trends of web design and development through meaningful discussion and research. Students will apply biblical and ethical principles to web design and development.

Credit Hours: 3

Prerequisite Courses: None

## Course Outcomes

Upon successful completion of this course, students should be able to:

1. Demonstrate an understanding of basic web design principles.
2. Identify design considerations that affect web page development.
3. Evaluate tools available for web design and development.
4. Research the correct use of typography, images, and multimedia as related to web design.
5. Locate resources to enhance web design and development.
6. Examine current and future trends related to web design and development.
7. Apply biblical and ethical principles to web development.

## Course Topics

- The Internet and World Wide Web
- Web Publishing

- Web Designing
- Basic Design Principles
- Planning a Successful Website
- Multimedia and Interactivity Elements
- Promoting and Maintaining a Website
- Design Tips
- Current Web application software/programs

## Subtopics

- Accessibility
- Platform Independence

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## Course Resources

Campbell, J.T. (2018). *Web design: Introductory* (6th ed.). Boston, MA: Course Technology, Cengage Learning.

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## IWU Diversity Statement

IWU, in covenant with God's reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity.

We will foster an intentional environment for living, teaching, and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values each member's earthly and eternal worth. We refute ignorance and isolation and embrace deliberate and courageous engagement that exhibits Christ's commandment to love all humankind. (2016)

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## Grading Scale

Grade	Quality Points Per Credit	Percentage	Score
<b>A</b>	4.0	95%–100%	950–1000
<b>A-</b>	3.7	92%–94.9%	920–949
<b>B+</b>	3.3	89%–91.9%	890–919
<b>B</b>	3.0	85%–88.9%	850–889
<b>B-</b>	2.7	82%–84.9%	820–849

<b>C+</b>	2.3	79%–81.9%	790–819
<b>C</b>	2.0	75%–78.9%	750–789
<b>C-</b>	1.7	72%–74.9%	720–749
<b>D+</b>	1.3	69%–71.9%	690–719
<b>D</b>	1.0	65%–68.9%	650–689
<b>F</b>	0.0	0%–64.9%	0–649

**Note:** In graduate level courses, a grade of C- or below will require the course to be repeated.

## Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

## Letter Grade Equivalencies

Grade	Quality Points Per Credit
<b>A</b>	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
<b>B</b>	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments

	of quality less than the exemplary work described above.
<b>C</b>	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
<b>D</b>	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
<b>F</b>	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

**Note:** In graduate level courses, a grade of C- or below will require the course to be repeated.

## Grade Summary



## Workshop Outlines

### Workshop One Outcomes

Upon successful completion of this workshop, you will be able to:

- Master web design key content, terminology, and concepts.
- Discuss their personnel experience and skills with web development and establish goals for the course.
- Discuss their goals in relationship to knowledge and skills of web design and development.
- Discuss biblical and cultural influences in their lives.

- Discuss web publishing fundamentals.
- Identify tools that are used in web publishing.
- Evaluate websites using basic web design principles.
- Apply your knowledge of basic web design development to a website planning project.

## Workshop One Outline

Title	Due Dates	Time	Points
<b>1.1 Quiz: Chapters 1 and 2 Reading Quizzes</b>	Due by the end of the workshop.	5 hours	30
<b>1.2 Discussion: Your Web Introductions</b>	Initial post is due by day four. Two responses are due by the end of the workshop.	2 hours	30
<b>1.3 Discussion: Web Publishing Fundamentals</b>	Initial post is due by day four. Two responses are due by the end of the workshop.	3 hours	30
<b>1.4 Assignment: Basic Design Principles</b>	Due by the end of the workshop.	3 hours	90
<b>1.5 Assignment: Final Project Stage 1 - Basic Website Development</b>	Due by the end of the workshop.	5 hours	40
<b>Totals</b>		<b>18 hours*</b>	<b>220</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Two Outcomes

Upon successful completion of this workshop, you will be able to:

- Master web design key content, terminology, and concepts.
- Discuss why website development planning is important, focusing on purpose and audience.
- Discuss your own need to have clear goals and purpose in your own life.
- Demonstrate a basic understanding of common HTML by developing a basic webpage.
- Apply your knowledge of the website development planning process to a website planning project.

## Workshop Two Outline

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Title	Due Dates	Time	Points
<b>2.1 Quiz: Chapters 3 and 4 Reading Quizzes</b>	Due by the end of the workshop.	5 hours	30
<b>2.2 Discussion: Planning a Successful Website</b>	Initial post is due by day four. Two responses are due by the end of the workshop.	3 hours	30
<b>2.3 Assignment: HTML Basics</b>	Due by the end of the workshop.	6 hours	90
<b>2.4 Assignment: Final Project Stage 2 - Planning a Successful Website</b>	Due by the end of the workshop.	3 hours	40
<b>Totals</b>		<b>17 hours*</b>	<b>190</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Three Outcomes

Upon successful completion of this workshop, you will be able to:

- Master web design key content, terminology, and concepts.
- Discuss typography and image selection and how it affects the visual identity of a brand.
- Discuss your visual identity and how you would like others to see "your brand."
- Demonstrate a basic understanding of common CSS by developing a basic CSS file.
- Apply your knowledge of typography and images to a website planning project.

## Workshop Three Outline

Title	Due Dates	Time	Points
<b>3.1 Quiz: Chapter 5 Reading Quiz</b>	Due by the end of the workshop.	3.25 hours	15
<b>3.2 Discussion: Typography and Images</b>	Initial post is due by day four. Two responses are due by the end of the workshop.	3 hours	30
<b>3.3 Assignment: HTML Basics - Images</b>	Due by the end of the workshop.	5 hours	90
<b>3.4 Assignment: Final Project Stage 3 - Typography and</b>	Due by the end of the workshop.	7 hours	40

<b>Images</b>			
	<b>Totals</b>	<b>18.25 hours*</b>	<b>175</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Four Outcomes

Upon successful completion of this workshop, you will be able to:

- Master web design key content, terminology, and concepts.
- Discuss the importance of multimedia and interactivity on a website.
- Discuss your social media footprint and how it projects your brand.
- Utilize a web development tool to create a three-page website that includes images, multimedia, and interactivity.
- Apply your knowledge of multimedia and interactivity to a website planning project.

## Workshop Four Outline

Title	Due Dates	Time	Points
<b>4.1 Quiz: Chapter 6 Reading Quiz</b>	Due by the end of the workshop.	<b>3.25 hours</b>	15
<b>4.2 Discussion: Multimedia and Interactivity</b>	Initial post is due by day four. Two responses are due by the end of the workshop.	<b>3 hours</b>	30
<b>4.3 Assignment: HTML Basics - Multimedia</b>	Due by the end of the workshop.	<b>5 hours</b>	90
<b>4.4 Assignment: Final Project Stage 4 - Multimedia</b>	Due by the end of the workshop.	<b>7 hours</b>	40
	<b>Totals</b>	<b>18.25 hours*</b>	<b>175</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Five Outcomes

Upon successful completion of this workshop, you will be able to:

- Master web design key content, terminology, and concepts.
- Discuss the importance of promotion and maintaining a website.
- Discuss your personal maintenance.
- Develop a personal website that shows basic competency of web design and development.

## Workshop Five Outline

Title	Due Dates	Time	Points
<b>5.1 Quiz: Chapter 7 Reading Quiz</b>	Due by the end of the workshop.	3.25 hours	15
<b>5.2 Discussion: Promoting and Maintaining a Website</b>	Initial post is due by day four. Two responses are due by the end of the workshop.	3 hours	30
<b>5.3 Assignment: Final Project Stage 5 - Promoting and Maintaining a Website</b>	Due by the end of the workshop.	12 hours	125
<b>5.4 Quiz: Final Test</b>	Due by the end of the workshop.	1 hour	70
<b>End of Course Survey</b>	Due by the end of the workshop.	30 min	10 Extra Credit
<b>Totals</b>		<b>19.75 hours*</b>	<b>240</b>

\*These times are only estimates. Actual completion times will vary.

## Outline Totals

Total Time	Total Points
<b>91.25 hours*</b>	<b>1000</b>

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Activity Details

Completion Summary

Task: View this topic



