



## ETEC 525.01W: Webmastering for Education and Training COURSE SYLLABUS: Summer II, 2011

**Instructor:** Jason Lee Davis, PhD – Associate Professor  
**Office Location:** Main Campus - Young Education North, 106  
**Office Hours:** [Instructor Schedule](#)  
**Office Phone:** 903-886-5598  
**Office Fax:** 903-886-5507  
**University Email Address:** [Jason\\_Davis@tamuc-commerce.edu](mailto:Jason_Davis@tamuc-commerce.edu)  
**Faculty WebPage URL:** <http://www.JDavis.us/> or <http://faculty.tamuc-commerce.edu/jdavis/>  
**Class WebPage URL:** <http://faculty.tamuc-commerce.edu/jdavis1/etec/525/115/>  
**Courseware URL:** <http://online.tamuc-org/>



<b>COURSE INFORMATION</b>
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**Delivery format:** Online, Web-based. No required physical meetings.

**Semester Credit Hours:** 3 SCH

**Materials – Textbooks, Readings, Supplementary Readings:**

*Textbook(s) Required:* N/A

*Textbook(s) Optional:* (Study Guide recommended for students seeking Tech Apps Certification)

TExES Review Study Guide for Technology Applications 8-12

ISBN: 1-933049-58-8

ID: 819-1197

...available from the [Region 4 Educated Solutions On-line Store](#) (\$40.00)

Built-in software help files and other on-line resources will be utilized. The class will be doing projects in Microsoft Expression Web making use of Cascading Style Sheets (CSS); so, if you run across any cheap books on related topics at a discount computer book store, you might pick-up one or two just for reference.

**Course Description (Catalog version):** A study of Internet applications for teaching training, with an emphasis on online research activities and the development of effective computer-mediated-communication methods to facilitate online learning communities. Methods of accessing, obtaining, managing and utilizing information from a variety of sources will be explored, as will the evaluation of online materials.

**Practical Description (Common Sense version):** The prevalent means of providing and acquiring information on the internet is through the use of the World Wide Web and its associated set of materials made available by Hyper-Text Markup Language. The focus of this course will be centered on the vehicles through which on-line information is made available; namely, web creation

and management applications. This course will guide students through activities of webpage creation and develop site design and management skills using Microsoft Expression Web. Students will be required to exercise computer attack skills.

### Student Learning Outcomes:

1. The learner will be an active, engaged participant within the learning community through contributions of relevant questions and value-added responses in the Virtual Classroom/Q&A Forum.
2. The learner will demonstrate an understanding of structured web design through the use of the designated web authoring/management software application for the creation of portfolio project website meeting specified design criteria.
3. The learner will demonstrate an understanding of advanced web design features and techniques, such as Dynamic Web Templates (DWT) and Cascading Style Sheets (CSS), to create cohesive pages on a multi-page, multi-tiered website.
4. The learner will participate in a project evaluation activity and provide thoughtful feedback to peers and the instructor on evaluated projects.

## COURSE REQUIREMENTS

### Instructional Activities / Methods / Activities Assessments

**Q&A (Question & Answer) Forum – 30%:** Students are required to post all “how-to” questions to the Q&A Forum rather than addressing them directly to the instructor. The instructor will monitor the Forum and if a satisfactory answer is not provided by other students with a reasonable time, the instructor will contribute. Students will be given first opportunity to earn response credit. Credits will not be earned by submitting calls for program assistance to the instructor prior to posting a request to the Q&A Forum. Questions may also be posed by the instructor to allow students to address particular issues. Each student must post a minimum of three (3) questions to the Q&A Forum during the semester. Each student must provide a value-added respond to a minimum of five (5) questions during the semester. Questions must be specific and clearly posed, and responses must be well thought out, informative, and helpful to receive full credit. Simply posting to the forum DOES NOT automatically earn credit. Non value-added posts such as “me too,” and “I agree,” and the like, do not qualify for credit. The instructor is responsible for subjectively assessing credit worthiness of any posts. Participation MUST be spread throughout the semester. Forum postings during last week will receive half credit. (Important: Posting the minimum required number of questions and responses in the last week WILL result in a letter grade reduction!!!) The FAQ must be consulted for answers prior to postings. Questions posted that are already answered in the FAQ will not earn question credit.

**Microsoft Expression Web Project – 60%:** All students must design and build a multi-page website using Microsoft Expression Web (2.0 or greater) in accordance with the project guidelines and requirements. Students must have access to a computer on which they have sufficient administrative privilege to install MS Expression Web. The final project must be published and functional on an approved, public web server, as identified in the project requirements. Project evaluation will be based on a rubric for rating the implementation of each of the required project elements.

**Project Evaluations – 10%:** Each student must provide a comprehensive evaluation of two other web projects. Each project must be evaluated by two (2) classmates. Evaluation assignments will be announced. Additional information regarding assessment criteria will be forthcoming.

Timely submission of assignments: Projects and assignments **MUST** be completed and submitted by the designated due dates. Full credit cannot be earned by late or incomplete assignments. Assignments lose up to 5% of their possible value each hour late if submitted after the posted due date/time. (e.g. Assignments can lose all of their value at 20 hours past due.) Further, **late project submissions may be rejected** at the instructor’s discretion. As this project incorporates peer review activities requiring that all projects be available at the beginning of the review period, one student will not be permitted to hold up the progress of the entire class and may be taken “out of the loop” if necessary to ensure the forward progress of the class..

**Grading**

Q&A Forum:	30%	A	90-100%
Expression Web Project:	60%	B	80-89%
Project Evaluations:	10%	C	70-79%
		D	60-69%
		F	59% or less

**TECHNOLOGY REQUIREMENTS**

This is an online course; thus, access to a computer with a reliable Internet connection (preferably high-speed) is required. You must also have sufficient administrative authority on your computer to download, install, and run the required software applications and browser plug-ins.

Required Software:

Microsoft Expression Web 2.0 or greater (A free time-limited evaluation is available as a download directly from Microsoft’s website. The trial version expires at the end of the month following the month of install. Do not install prior to July 1<sup>st</sup> to ensure the trial period does not expire prior to the conclusion of the course.)

FireFox Browser (ver. 3.6.x or newer) with Web Developer Toolbar plug-in.

Internet Explorer Browser (ver. 8.x or newer)

Optional Software/Plug-in:

Given the large size of the installation file for the required software, you may wish to take advantage of the convenience of a download manager such as [Free Download Manager](#) if you don't already have one installed. This free utility will allow the download to pick-up where it left off in the event of an interruption in the download.

Project Web Space:

Students are required to secure free webspace for their project on [AwardSpace](#). This common web space provider is required for instructional uniformity and to facilitate peer support of any access and publishing issues.

**ACCESS AND NAVIGATION**

This course will be facilitated using eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamu-commerce.edu/login.aspx>.

In the event the myLEO portal is ever inaccessible and you need to login to eCollege, you should also bookmark the direct URL for eCollege: <http://online.tamuc.org/>

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

To participate in the online course environment, login to eCollege and follow the instructions provided for each week of the course. Instructions, project guidelines, and relevant resources will be provided as needed throughout the course. The Virtual Classroom/Q&A Forum should be monitored and contributed to regularly. Special announcements or instructions may also be placed in the announcements area or sent directly to your leo email.

## COMMUNICATION AND SUPPORT

### *Interaction with the Instructor*

The instructor is available via a variety of avenues. The best path depends on the nature of the content you wish to convey or ask. If you have a general question about the class content, a FAQ List is provided within the eCollege environment and may already provide the answer you seek. If you have a question or comment of the nature that would be presented in a traditional classroom environment, please do so in the Virtual Classroom so that others might benefit from and even participate in the exchange. If it's not something of general interest to others in the course, my Virtual Office is a better choice. Personal content involving grades, progress, etc. should be addressed with me via private e-mail: [Jason\\_Davis@tamuc.edu](mailto:Jason_Davis@tamuc.edu). Of course, if you'd like to meet up for a face-to-face visit, just let me know and we'll set-up a time to meet at my office, or in the ETEC Advanced Lab if needed.

### *eCollege Technical Support*

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

**Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.

**Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.

**Email:** [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with eCollege Technical Support Representative.

**Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)

### *Other Questions/Concerns:*

Contact the appropriate TAMU-C department relating to your questions/concern. If you are unable to reach the appropriate department with questions regarding your course enrollment, billing, advising, or financial aid, please call 903-886-5511 between the hours of 8:00 a.m.- 5:00 p.m., Monday through Friday.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### **Course Specific Procedures:**

#### *Academic Honesty Policy*

Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), auto-plagiarism (duplicate submission of single work for credit in multiple classes), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource

material. All works submitted for credit must be original works created **by the scholar** uniquely for the class. Works submitted are subject to submission to TurnItIn, or other similar services, to verify the absence of plagiarism. Consequences of academic dishonesty may range from reduced credit on the plagiarized assignment to petition for removal from the academic program or institution, depending on the circumstances and extent of the violation; however, in typical instances, an automatic F in the course is considered appropriate.

Web resources for reference regarding what constitutes plagiarism and how to avoid it include:

- <http://www.plagiarism.org/>
- <http://www.unc.edu/depts/wcweb/handouts/plagiarism.html>
- <http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>

Any works referenced should be properly cited in accordance with APA 5<sup>th</sup> or 6<sup>th</sup> edition style.

*Scholarly Expectations*

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.

*Late Work*

Projects and assignments **MUST** be completed and submitted by the designated due dates. Full credit cannot be earned by late or incomplete assignments. Assignments lose up to 5% of their possible value each hour late if submitted after the posted due date/time. (e.g. Assignments can lose all of their value at 20 hours past due.) Further, **late project submissions may be rejected** at the instructor’s discretion. As this project incorporates peer review activities requiring that all projects be available at the beginning of the review period, one student will not be permitted to hold up the progress of the entire class and may be taken “out of the loop” if necessary to ensure the forward progress of the class. You will have plenty of notification and time to complete course assignments. If you know you are going to be out of town and unable to access a computer, plan ahead. If there is a chance you might lose power, Internet access, or your available technology fail at the last minute, plan ahead.

*Time Commitment*

In a graduate level course, it is a reasonable and accepted expectation that a student will spend between three and four hours outside of class for each hour spent in class. This applies to online and web-enhanced courses just as it does to a tradition course when determining the total expectation of time that should be spent on a particular course per week, or day in the case of summer or sub-term semester courses. The activities in this course are based on a four-day week instruction schedule. An understanding of this expectation can help serve as a gauge for you to determine a range of how much time you will need to allow for and devote to the course. The average time commitment range calculation for a three Semester Credit Hour (3 SCH) course, such as this one, is show in the table below:

Average expected time spent on class or class related work.	Minimum expected average time based on 3:1 time ratio.	Maximum expected average time based on 4:1 time ratio.
“In” class per class day	1hr. 50min.	1hr. 50min.
“Outside” class per class day	5hr. 30min.	7hr. 20min.
<b>TOTAL Daily Expectation</b>	<b>7hr. 20min.</b>	<b>9hr. 10min.</b>
<b>TOTAL Weekly Expectation</b>	<b>29hr. 20min.</b>	<b>36hr. 40min.</b>
<b>TOTAL Term Expectation</b>	<b>146hr. 40min.</b>	<b>182hr. 20min.</b>

### *Attendance*

All students must be active participants in class activities. In on-line courses, attendance is equated to the demonstration of an active, regular presence in the virtual course environment and appropriate progress toward timely project completion. An active presence may be shown through participation in, and contributions to, synchronous or asynchronous class discussions and the course Q&A forum. Students are required to access the online course no less than three days per week to check for announcements, updates, and opportunities for active participation. If you're planning an extended vacation during the semester and will be unable to participate as required, this may not be time for you to take this class. Go ahead, drop the class, enjoy your vacation, and re-enroll in a semester in which you are ready to dedicate the time and effort necessary to be successful in your studies.

### **University Specific Procedures:**

#### *ADA Statement*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**

**Texas A&M University-Commerce**

**Gee Library 132**

**Phone (903) 886-5150 or (903) 886-5835**

**Fax (903) 468-8148**

[StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)

[Student Disability Resources & Services](#)

#### *Student Conduct/Citizenship*

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*).

**COURSE OUTLINE / CALENDAR**

The following course schedule is maintained on our class public website at:  
<http://faculty.tamu-commerce.edu/jdavis1/EETC/525/115/EETC525-115-sch.htm>

	Date		Activities/Assignments Due/Notes
WEEK 1	Mon	July 11	Log-in to On-line course in <a href="#">eCollege</a> and follow posted directions. <i>(There is NO Face-to-Face Meeting)</i>
	Tue	July 12	Download and install Microsoft Expression Web 2, 3, or newer. The free trial version may be used.
	Wed	July 13	Establish webspace for your Web Project on AwardSpace. The free webspace option is sufficient for our project. Purchase of ANY options is NOT necessary. Post link to your webspace on the 'Webliography' page in the courseware.
	Thur	July 14	Web Projects begin.
WEEK 2	Mon	July 18	
	Tue	July 19	
	Wed	July 20	
	Thur	July 21	
WEEK 3	Mon	July 25	
	Tue	July 26	
	Wed	July 27	
	Thur	July 28	<i>Last day to drop course(s).</i>
WEEK 4	Mon	Aug 1	
	Tue	Aug 2	
	Wed	Aug 3	
	Thur	Aug 4	<i>Last day to withdraw from school.</i>
WEEK 5	Mon	Aug 8	Publish Web Project with all elements implemented – 12noon Begin Peer Feedback - 12 noon
	Tue	Aug 9	Provide peer feedback via e-mail to webmasters - by 12midnight
	Wed	Aug 10	Publish completed Web Project for grade evaluation - by 12midnight E-mail peer review "feedback scores" directly to instructor
	Thur	Aug 11	Begin and Complete Final Peer Evaluations Final Peer Evaluations due - 12midnight (Upload form to DropBox)
	Sat	Aug 13	COMMENCEMENT - Graduate Ceremony @ the Field House

Schedule Rev. 07/03/2011