WEBSITE DEVELOPMENT – AE302

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 18
Office hours:	Class meets:

Course description: Create an Internet presence and website through Wordpress. Learn the foundational concepts of web programming. Build a simple webpage, style it, and add elements of interactivity.

Course objectives: Upon completion of the class, students will:
Understand the basics of web development.
Program in Event Espresso.
Learn the front end: Design pages in line with branding.
Learn the back end: How to update pages
Discover resources to update, contract and add e-commerce
Competencies assessed:
− Create marketing materials that win visibility for product.

Pre-requisites: Strategic Marketing (AE205), Social Media Marketing, (AE204), Adobe Illustrator (AD261)

Class format: Supervised lab.

Required supplemental materials: Laptop loaded with OSX 10.8 with 8 GB memory for in-class work. Domain name.

Standards of conduct: Complete and on-time attendance is mandatory.
− **No student can miss three or more classes and expect to pass this class.**
− Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
− If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
− It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
− Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
− Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail).   Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot

complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism/Participation	10 %
Baseline exercises	10 %
Front end exercises	10 %
Back end exercises	10 %
Development exercises	10 %
Final site live	50 %
TOTAL	**100 %**

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR
This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions. Terminology. Process. Goals and Objectives.	***Bring computer to every class.*** **LECTURE:** Information gathering & planning How web works How computer works **LAB:** Install software Practice baseline exercises	Baseline exercises. Complete set up.
2/	Design: Front End	**CHECK IN:** Share homework **LECTURE:** Front end HTML and CSS basics Javascript & jQuery basics **LAB:** HTML/CSS exercises Javascript/jQuery exercises Start building webpages	Complete exercises. Build webpage
3/	Design: Back End	**CHECK IN:** Share homework **LECTURE:** Back end Ruby basics SQL basics **LAB:** Ruby exercises Database exercises First test	Complete exercises. Build second webpage Test pages
4/	Development	**CHECK IN:** Share homework **LECTURE:** Frameworks Ruby on Rails basics Backbone.js basics **LAB:** Ruby on Rails exercises Create an application	Complete exercises. Build third webpage & test Test application
5/	Development: Testing	**CHECK IN:** Share homework **LECTURE:**	Continue work on pages and testing

		Cloud, Hosting and Software as a Service (SAAS) Git basics Security, SSL, Best Practices FTP Basics **LAB:** Test Git and FTP	
6/	Delivery & maintenance	**PRESENTATIONS & DISCUSSION:** Share websites **LECTURE:** Hiring a contractor Choosing a host Updating **LAB:** Go live	**Link to website due** at end of class