

**The Art Institute of Pittsburgh**  
**Course Syllabus**  
**FND132C – Fundamentals of the Internet**

**Prerequisite:** None  
**Length:** 11 Weeks  
**Hours:** 44 Hours  
**Credit Value:** 3 Credits  
**Quarter/Year:** Winter, 2009  
**Section:** B  
**Meeting** Saturday  
**Time/Day:** 8:00 AM – 12:00 PM  
**Room:** 638

**Course Description:**

The increasing use of the Internet and the advent of the World Wide Web have created a growing market for individuals who can integrate aesthetic design principles coupled with web page scripting skills. This course covers the creation World Wide Web pages utilizing HTML, the basic scripting language of all web documents, in addition to many of the other effects and extension scripts available for that medium.

**Estimated Homework Hours:** 2-4 hours/week average

**Instructor Information:**

William J. Moner  
AIP Room 636  
(412) 291-6200 x7135  
[wjmoner@aii.edu](mailto:wjmoner@aii.edu)

**Office Hours:**

Thursday, 10 AM – Noon  
or by appointment

**Resources:**

<http://www.williamjmedia.com>  
Faculty Drive: BMONER  
ProQuest: <http://proquest.safaribooksonline.com>

**Materials Needed:**

- Portable storage (External Hard Drive, USB Keychain Drive, or other removable media)
- Note-taking materials, pen/pencil
- Computer with Internet access
- Text editor (Notepad on PC or TextEdit on Mac)

**Required Textbook:**

**Learning Web Design, 3rd Edition**

Jennifer Niederst Robbins  
O'Reilly, 2007  
ISBN 10: 0-596-52752-7  
ISBN 13: 978-0596527525

**Course Competencies:**

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

1. Demonstrate an understanding of the WWW and Internet
2. Demonstrate understanding and ability of web browsing
3. Demonstrate understanding and ability of Internet applications (FTP, Newsgroups, Email, Telnet, IRC)
4. Demonstrate use of web scripting using HTML
5. Demonstrate problem solving using HTML
6. Analyze web pages
7. Show understanding of HTML markup to be prepared for future changes

**Students with Disabilities:**

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1<sup>st</sup> floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

**Attendance Policy:**

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

**Student Conduct Policy:**

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

**Grading Scale:**

A	100 to 92
A-	91.9 to 90
B+	89.9 to 88
B	87.9 to 82
B-	81.9 to 80
C+	79.9 to 78
C	77.9 to 72
C-	71.9 to 70
D+	69.9 to 67
D	66.9 to 60
F	59.9 and below.

**Method of Assessment:**

Assignments	25%
Quizzes *	35%
Final Project	30%
Attendance	10%

\* No make-up quizzes will be administered. You must pass every quiz to pass the course. If you fail a quiz, you are required to take a final exam. Failure to pass the final exam will result in a failure for the course.

If you pass every quiz, you do not have to take the final exam. The lowest quiz score will be dropped and will not count towards the "failed" count.

**All items on the syllabus are subject to change at the discretion of the instructor.**

## FND132C Weekly Course Outline

Week	Topic	Reading Due	Homework/Quiz/Exam Due
1	Introduction; Internet History Web Search	-	-
2	The Web Browser; HTML Fundamentals	Preface; Ch. 1 – 3	Quiz 1 Assignment 1
3	Internet Communication Technologies; HTML Documents, Links, and Lists	Ch. 4 – 6	Quiz 2 Assignment 2
4	Images and Tables; Image Optimization	Ch 7 – 8, 18 – 19	Quiz 3 Assignment 3
5	CSS, Color, and Type	Ch. 10	Quiz 4 Assignment 4
6	CSS, Divs and Spans; Site Planning Considerations	Ch. 11, 20	Quiz 5 Site Proposal Due
7	CSS, IDs and Classes	Ch. 12 – 13 (up to page 253)	Quiz 6 Site Flowchart Due
8	FTP and Embedded Media Working with the AIP Web Server	Ch. 21	Quiz 7 Site Content Due (Text, Images, etc.)
9	Concept Review and Workshop (Bring Your Questions!)	-	First page of site due
10	Concept Review and Workshop	-	<b>Rough Draft of your Site</b>
11	<b>Final Site Presentations</b>	-	<b>Final Site Due</b>

## Classroom Policies

### Attendance and Participation:

1. Participation is required and factors into your grade
2. The AIP attendance policy will be strictly enforced.
  - a. Five hours of missed class time equals **attendance probation**. You will be notified of your attendance status.
  - b. **Ten hours of missed class time** will result in an **automatic failing grade for the course**.

### Communication Skills:

1. Email:
  - a. Email is to be used as the **first** line of contact between you and me.
  - b. When emailing, use the **subject line** in your email to indicate your name, the course code, and the day/time your class meets. (e.g. John Wayne, ABC123 (course code), Monday 12:45 PM)
2. Voice Mail:
  - a. When leaving a voice mail, speak clearly
  - b. Indicate your name, the course name/code, and the time/day your class meets.
  - c. Leave a number where you can be reached

### Classroom Conduct:

All students are expected to conduct themselves in a professional manner. Be respectful of the technology and the people around you.

**(conduct continued...)**

1. Food and drink
  - a. No food or drink is permitted in the computer labs
  - b. Please clean up after yourselves if you see any garbage in your workstation area
2. During lectures/discussions
  - a. **Do not use** technology for non-course related activities. Use of **any** technology is reserved for coursework only. Technology permissions will be revoked if you are found to be violating this rule.
3. During work sessions
  - a. If you are using audio, use headphones at a low volume
  - b. Do not disrupt your classmates with your work or your leisure activities
4. At all times
  - a. **No cell phone usage in the classroom.** Please excuse yourself from the room.
  - b. **Cell phones and pages must remain in silent or vibrate mode** for the duration of class

**Late Work Policy**

All work is due on the due date for the assignment regardless of a student's absence or tardiness.

1. On-time work is worth a maximum of 100% of the available points
2. Work submitted late **within the calendar day** but after the designated collection time will be worth a maximum of 90% of the points available
3. Work submitted after the due date but **within one week of the class meeting time** will be worth a maximum of 75% of the points available

**Plagiarism:**

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

**Cheating:**

Cheating will not be tolerated. **All instances of cheating are subject to further disciplinary action** as governed by the student code of conduct. Cheating compromises not only the current course; it could have long-term ramifications on your student record and could result in suspension or expulsion.

1. Any communication during a quiz or exam will be considered cheating and will result in a 0% grade for **all parties involved in the communication.**
2. If you are found to be cheating on any course work, you will receive a 0% for that assignment

<b>General Grading Rubric (Applies to assignments and class participation)</b>					
	A (Excellent)	B (Strong)	C (Fair)	D (Poor)	F (None)
Software	Excellent usage of software as it relates to course material	Strong usage of software as it relates to course material	Fair usage of software as it relates to course material	Poor usage of software as it relates to course material	Software not used or used improperly
Concept Development	Excellent concept development	Strong concept development with notable exceptions	Fair concept development with room for considerable improvement	Poor concept development	No concept development
Design Skills	Excellent design skills	Strong design skills with some areas of improvement required	Fair design skills; area requires attention	Poor design skills; remedial action required	No design skills
Application of Course Materials	Excellent application of materials learned in the course	Strong understanding and application of materials with notable exceptions	Fair understanding with a need for review	Poor understanding and application of materials; remedial action required	No materials applied
Presentation of Materials	Excellent presentation	Strong presentation with areas of improvement required	Fair presentation with a need for concentration in improving these skills	Poor or sloppy presentation of materials	Disinterest in presentation of materials
Effectiveness	Excellent use of materials to convey a message	Strong use of materials to explore a message with some improvement required	Fairly effective with notable errors or omissions	Ineffective usage of materials	Not effective
Functionality	Excellent functionality with no omissions	Strong functionality with some quirks	Fair execution with notable errors	Poor functionality; missing information or sections	Did not work
Accuracy to Specifications	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Spelling and Grammar	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Participation	Consistent and active participation	Good participation	Inconsistent participation	Rare participation	Non-participation

## Final Project Web Site

The final project requirements are listed below. Upon completion of the final project, you will simply submit your **page URL** for the first page of the site.

### Requirements:

1. Create a website consisting of four (4) to six (6) pages that link to each other. All pages must link to one another seamlessly. In other words, I should be able to get to every page from every page.
2. Use only XHTML code as taught in this class.
3. Be sure that the code for all pages is well-formed and that each page has a title that reflects the page contents.
4. The navigation between each page should be intuitive and consistent.
5. Include as many examples of the code that you have learned as reasonable (images, horizontal rules, tables, frames, formatted text, lists, etc.)
6. **If you are using artwork, text or other material that is owned by someone else, obtain proof of permission to use it from the copyright owner.**
7. Pages should have a sense of continuity in the design and content.
8. The first/home/front page of this site must be saved as **index.html**
9. Pages should be well designed, have well conceived content and show that you have used a spell checker and your own eyes.
10. You are **not permitted** to use a WYSIWYG editor or any editor other than a text editor (e.g. TextEdit) to assemble your final web site.

All html pages, images, etc must be uploaded to the OLS/AIP web server by the start of class. Do not change your site after this time. You will be able to change your site after you have received your final grades for the quarter.

<b>Final Project Grading Rubric</b>					
	A (Excellent)	B (Strong)	C (Fair)	D (Poor)	F (None)
HTML Code	Excellent usage of HTML coding practices	Strong usage of HTML coding practices	Fair usage of HTML coding practices	Poor usage of HTML coding practices	No usage of HTML coding practices
Concept Development	Excellent concept development	Strong concept development with notable exceptions	Fair concept development with room for considerable improvement	Poor concept development	No concept development
Design Skills	Excellent design skills	Strong design skills with some areas of improvement required	Fair design skills; area requires attention	Poor design skills; remedial action required	No design skills
Application of Course Materials	Excellent application of materials learned in the course	Strong understanding and application of materials with notable exceptions	Fair understanding with a need for review	Poor understanding and application of materials; remedial action required	No materials applied
Presentation of Materials	Excellent presentation	Strong presentation with areas of improvement required	Fair presentation with a need for concentration in improving these skills	Poor or sloppy presentation of materials	Disinterest in presentation of materials
Effectiveness	Excellent use of materials to convey a message	Strong use of materials to explore a message with some improvement required	Fairly effective with notable errors or omissions	Ineffective usage of materials	Not effective
Functionality of Navigation/ Usability	Excellent functionality with no omissions	Strong functionality with some quirks	Fair execution with notable errors	Poor functionality; missing information or sections	Did not work
Accuracy to Specifications	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Spelling and Grammar	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements