

Prepared by the Department of Business

Date of Departmental Approval: March 5, 2007

Date approved by Curriculum and Programs: April 9, 2007

Effective: Fall 2007

1. **Course Number:** BIT221
Course Title: Web Site Development Practicum
2. **Description:** Student teams work with faculty, departments, or non-profit organizations planning, designing and implementing interactive, dynamic web sites. This course has both service-learning and interdisciplinary facets and may be taken for honors credit.
3. **Student Learning Outcomes (instructional objectives; intellectual skills):** Upon successful completion of this course, students are able to do the following:
 - Work effectively with design team members, information stewards and presenters
 - Describe site purpose and audience
 - Identify tasks, resources, costs
 - Describe information domain
 - Collect and chunk web site content
 - Storyboard the web site
 - Write effectively for the web
 - Design and integrate appropriate graphic elements
 - Design and implement interactive elements
 - Design and implement efficient navigational elements
 - Identify and utilize appropriate tools to build a web site
 - Test the site on various platforms
 - Publish the site
 - Develop a site maintenance schedule
 - Reflect on site development and implementation by keeping a personal journal

In addition, students taking the class for honor credit are responsible for the following:

 - Developing a site portfolio complete with purpose, intended audience, outline of information domain, storyboard, schedule and results of usability American with Disabilities Act (ADA) compliance testing, maintenance schedule, and vision for future development
 - Doing ADA compliance testing and implementing changes based on findings
 - Performing continuous usability testing on the site as it develops
 - Implementing site changes based on usability testing results.
4. **Credits:** 3 credits
5. **Satisfies General Education Requirements:** No
6. **Prerequisite(s):** GIT183, GIT184, and BIT283
7. **Semester(s) Offered:** Fall, Spring
8. **Suggested General Guidelines for Evaluation:** A student's final grade is dependent on an analysis of the personal journal, the quality of the published site, and an evaluation done by the presenters of the site. Honor students are also evaluated on the quality of their portfolios.
9. **General Topical Outline (Optional):**
Student teams work on site planning and development with faculty supervision. Students work with assigned faculty one to two hours per week and with the site presenters for two or more hours per week. The timeline for site planning, development, and deployment is approximately as follows:

Weeks 1 & 2	<ul style="list-style-type: none"> ▪ Teams form and projects assigned ▪ Initial meeting with faculty supervisor and presenter(s) ▪ Site purpose and audience identified ▪ Tasks and resources identified ▪ Identify information domain
Weeks 3 & 4	<ul style="list-style-type: none"> ▪ Chunk information ▪ Develop initial storyboard with navigation options ▪ Develop site template ▪ Design graphic elements
Weeks 5 through 8	<ul style="list-style-type: none"> ▪ Build site prototype ▪ Complete graphic elements ▪ Start usability testing ▪ Start platform testing ▪ Start ADA compliancy testing
Weeks 9 through 12	<ul style="list-style-type: none"> ▪ Implement site changes based on testing ▪ Finalize and polish site ▪ Continue usability testing ▪ Continue platform testing ▪ Continue ADA compliancy testing
Weeks 13 & 14	<ul style="list-style-type: none"> ▪ Publish and gather feedback from general public ▪ Develop site maintenance schedule ▪ Implement changes based on general public feedback ▪ Develop vision for future development