

DRTL 2080 – Digital Authoring & Publishing Tools
Spring 2016
Wednesday, 5:30 PM – 8:20 PM, Chil 274

COURSE DESCRIPTION

A study of basic website design for retailing

COURSE OBJECTIVES

- Explore Graphical User Interfaces
- Evaluate and critic web user interfaces
- Develop Information Architecture for website
- Develop webpages using Hyper Text Markup Language (HTML)
- Develop ecommerce website using Magento, Opencart and Demandware Platforms

Instructor: Sampath Pamidimukkala
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Course Site: learn.unt.edu
Email: Sampath.Pamidimukkala@unt.edu
Office Hours: M – W 3:00 PM- 5:00 PM, or by appointment
Please call to let me know you are coming. Unanticipated events can occur

Note: In the event of University closing, go to Blackboard website for instructions

Textbook: **None**
The course Blackboard will serve as an online textbook in lieu of a physical book.

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:

- Class attendance is **mandatory** and will be checked each class period. Please be punctual and remain until class is dismissed.
- An excused absence will only be granted for personal illness, death in the family, or some other **extraordinary circumstances**, and **must be verified in writing by a physician or appropriate authority**.
- Students are responsible for any announcement and getting materials during their absence of class.
- **Students who have four or more unexcused University absences can be dropped from the course.**

Labs: There will be Ten to Thirteen labs this semester. These labs are intended to show you software/techniques/exercises that can help you better understand the concepts.

Assignments:

- All assignments should be submitted to the instructor by *the beginning of the class* on the due date. After beginning of the class, all assignments are considered as late assignments and will *be penalized 10% for each class calendar day*.
- No excuse will be allowed for a late assignment and will not be accepted after a week of the original due date, resulting in a “0”.

Makeup Exams:

- Makeup exams will only be given if a student contacts the instructor *prior to the exam time*. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, and court appearance) to the instructor.
- A missed exam without an excused absence will result in a “0” for that exam.

Course Etiquettes

- Students are not allowed to use their cell phones, headphones, PDA’s, mp3 player, or other handheld devices. They must be turned off and put away out of sight during class.
- **Laptops, tablet PC’s, and notebook PC’s may be used only for note taking. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**
- If the instructor determines that a student is distracting class, the student will lose points toward the “class participation” grade.

Grade Determination: The final semester grade will be determined as follows:

- Class Attendance (96 pts): Students will lose 8 pts for each unexcused absence.
- Class Participation (24 pts): Class participation will be evaluated by an individual student’s class attitude and behavior.

Course Activity	Pts. Available
Class Attendance	96 (12 classes)
Class Participation	22
Module 1 - UCD Web Analysis Assignment	40
Module 2 - Lab Exercise	15
Module 2 - Information Architecture Assignment	45
Module 3 HTML Tags – Assignment	30
Module 3 - Lab Assignment 1	12
Lab - HTML Product webpage	10
HTML Website Assignment	40
Exam - 1	100
Magento Lab Assignment 1	10
Simple Products Magento Assignment	30
Magento Lab Assignment 2	20
Magento Configurable Products Assignment	60
Opencart Assignment	40
Demandware Lab	10
Final Project & Presentation	100
Total	680

Grading scale: The final semester grade will be determined as follows:

- A = 90 - 100% (612pts - 680pts)
- B = 80 - 89.99% (544pts – 611pts)
- C = 70 – 79.99% (476pts – 543pts)
- D = 60 – 69.99% (408pts - 475pts)
- F = 59.99% or below (407 pts or under)

DIGITAL RETAILING PROGRAM OBJECTIVES

- Graduates will be able to understand and apply theories and strategies related to consumer behavior in the omni-channel environment
- Graduates will be able to understand the digital retailing environment
- Graduates will be able to demonstrate the ability to effectively use industry related technological applications
- Graduates will be able to demonstrate understanding of omni-channel business strategies
- Graduates will be able to apply problem solving skills using quantitative and qualitative measures to address complex business situations
- Graduates will be able to demonstrate the ability to work in a team environment through proficiency in written, oral, leadership, and interpersonal communications

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****This course schedule is subject to change when the instructor determines it necessary for the benefit of the course. Other assignments may be added as deemed necessary to meet the course objectives.**

Week	Dates		Topic	Reading	Assignment Due Dates
1	Jan	20	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	*No Attendance
2	Jan	27	Module 2 - Website Planning Lab	Module 2	Module 1 - UCD Web Analysis Assignment Module 2 - Lab Exercise
3	Feb	3	Module 2 - Website Planning Module 3 - Basic HTML	Module 2	Module 2 - Information Architecture Assignment Module 3 - Lab Assignment 1
4	Feb	10	Module 3 - Basic HTML Lab	Module 3	Module 3 HTML Tags – Assignment
5	Feb	17	Module 3 - Basic HTML Lab,	Module 3	Lab - HTML Product webpage
6	Feb	24	Module 4 – Developing an ecommerce website, Exam 1 Review		HTML Website Assignment
7	Mar	2	Exam #1 (Material to date) 100 points		*No Attendance
8	Mar	9	Module 5 – Magento Lab		Magento Lab Assignment 1
9	Mar	16	Spring Break – No Class		
10	Mar	23	Module 6 - Hosted ecommerce solution Lab - Magento	Module 6	Simple Products Magento Assignment Magento Lab Assignment 2
11	Mar	30	Module 6 - Hosted ecommerce solution Lab - Magento	Module 6	Magento Configurable Products Assignment
12	Apr	06	Module 6 - Hosted ecommerce solution Lab - Opencart	Module 6	Lab Opencart
13	Apr	13	Developing an ecommerce site in Hosted environment - Demandware	O.P.E.N.	Opencart Assignment Final project initial report, Demandware Lab
14	Apr	20	Developing an ecommerce site in Hosted environment - Demandware	O.P.E.N.	Final project IA
15	Apr	27	Final Project Lab		
16	May	4	Final Project Lab		*No Attendance
17	May	11	Final project presentation 5:30 pm to 8:20 pm 100 points		*No Attendance