Nashville State Community College  
Business & Applied Arts Division  
Visual Communications  

Master Course Syllabus  

COM 1300, Site Building–Dreamweaver®  
(Formerly named Site Building I–Dreamweaver)  

Credits: 3  
Class Hours: 3  

Course description: An introduction to Adobe Dreamweaver® software as a tool for the construction and maintenance of Web sites.  

Prerequisites: COM 1000 Beginning HTML with a grade of “C” or higher.  

This course is not part of a Tennessee Transfer Pathway.  

NOTE: This class is taught online. Students will need access to the World Wide Web, and to Adobe Dreamweaver Cs6 or newer (Mac or PC).  

Instructor Information  

Name:  
Email:  
Office Phone:  
Office Location:  
Office Hours:  

Textbook and Other Materials  


Supplies:  
• Adobe Dreamweaver® CC or Cs6  
• You are strongly encouraged to back up your work each week.  

Student Expectations  

Classes will consist of a combination of outside reading, research, class discussion, and lab activities. You are expected to read the assignments before class and to be prepared for the scheduled activities.  

You will complete several in-class projects. Frequent quizzes, a midterm, and a final exam are designed to test your skills, knowledge and vocabulary.
Course Objectives
This course is designed to equip student with a variety of Dreamweaver skills, including:

• Plan a Web site with page and folder relationships in mind
• Import and format text, create lists, and insert images
• Create links and position design elements (headlines, text, images, etc.) on a Web page
• Work with text, images, Cascading Style Sheets, tables and forms
• Publish a site using FTP.

Course Competencies
The course is also designed to teach students the following competencies intended to support the course objectives:

• Knowledge of typical job responsibilities of production artists, creative directors, account executives, design specialists, and other job titles in print, Web, and multimedia work environments
• Basic understanding of employment structures including freelancers, contract workers, part- and fulltime employment status
• Basic understanding of fixed expenses (overhead) and variable expenses associated with the estimating process
• Basic awareness of cultural diversity and its benefits to the design industry

Core General Education Competencies
This course is designed to introduce, emphasize or reinforce the following competencies which have been designated as core requirements by the Tennessee Board of Regents:

• To reinforce students ability to use critical thinking skills through design projects and critiques
• To emphasize students ability to use and adapt current technologies through instruction in Dreamweaver; the current standard for WYSIWYG Web site development
• To reinforce students ability to apply scientific thought processes to a range of situations through project assignments with multiple solutions

Grading Policy
Semester grades are determined by calculating weighted averages for projects, quiz scores, and participation. You are expected to deliver assignments and take quizzes at the scheduled time. The grade for any missing assignment will be recorded as a zero. Zero scores for missing projects or quizzes will drastically affect your semester average. Relative weights are indicated in the chart below:

10% Participation and Attendance
30% Projects
30% Quizzes
30% Final Exam

There will be a quiz for each module in this course. You can take these on a computer, and they will be graded instantly. You must take the exams during the scheduled week or receive a zero. Online students must go to the NSCC Testing Center where a proctor will enter a password for the exams. Practice exams (if provided) do not affect your semester grade. They are used to help you prepare for the graded exams.
Grading Scale
A grade of C or above must be earned in all COM and PHO courses to meet prerequisite and graduation requirements. Letter grades will be calculated according to the following scale.

A: 1000–930 points
B: 929–850 points
C: 849–770 points
D: 769–700 points
F: below 700 points
FA, or FN: Non-Attendance (see Attendance Policy)

Notice of Right to Retain Student Work
The Visual Communications program reserves the right to retain copies of student work for teaching purposes, promotional purposes, and as a part of its permanent collection.

Attendance Policy
Students are expected to log in and participate in class each week. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. Absences or Tardiness in a course may affect a student’s final grade.

Students are responsible for all material covered and assigned regardless of excused or unexcused absences. It is the student's responsibility to explain any non-participation to the instructor. A doctor's excuse should be provided when appropriate.

For students in an online class, attendance will be determined by online communications and submissions. Absences for any reason will affect your participation grade.

If you have been absent, you must check with the instructor for permission to make up any missed tests or homework. If permission is denied, a zero will be recorded.

If you stop attending class for any reason you should officially withdraw from the course by notifying the Records Office before the deadline for withdrawals. Students who enroll in class but never attend will receive a grade of FN (Failure, never attended).

Field Trips and Guest Speakers
A brief report will be required of each student describing what was learned from each trip or speaker. Although field trip attendance is not mandatory, a comparable research report will be assigned to students unable to attend. These reports will be due at the beginning of the next week. Students are responsible for their own transportation and safety. All students attending a field trip will sign a form releasing the school from liability.

Student Communication Channels
It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

Early Warning System
Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or
lack of classroom participation. Please note that Early Warning Alerts do not affect a student’s academic standing.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at (615) 353-3721, and provide the instructor with official documentation as soon as possible. See: http://www.nscc.edu/student-resources/disability-services/

Classroom Misconduct
*Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions.* Please consult your Student Handbook for more specific details.
The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.
Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, laptop computers, games, etc.).
Please be aware that children are not allowed in class or unattended on campus.

Academic Dishonesty (Honor Code)
Plagiarism is a violation of the NSCC Student Code of Conduct. You are expected to submit only work that you do yourself. Do not collaborate on work with other students unless you are assigned a group project.
Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference, 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a Web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.
In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.
**Inclement Weather Policy**

*When classes are cancelled, an assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Students are responsible for accessing and completing these assignments as directed.*

In the event of an inclement weather event, check the Nashville State Web site home page at www.nscc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

**NOTE:** This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor’s discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.
Course Outline

The sequence of projects and quizzes listed below is subject to minor changes.

WEEK ONE
Introduction to Dreamweaver interface, key terms, Review of HTML

WEEK TWO
Chapter 1, Getting Started with Dreamweaver

WEEK THREE
Quiz over ch. 1. Begin chapter 2, Developing a Web Page

WEEK FOUR
Quiz over ch. 2. Begin chapter 3, Working with Text and Cascading Style Sheets

WEEK FIVE
Quiz over ch. 3. Begin chapter 4, Adding Images

WEEK SIX
Quiz over ch. 4. Begin chapter 5, Working with Links and Navigation

WEEK SEVEN
Quiz over ch. 5. Begin chapter 6, Positioning Objects with CSS and Tables

WEEK EIGHT
Midterm exam over first five chapters

WEEK NINE
Quiz over ch. 6. Begin chapter 7, Managing a Web Server and Files

WEEK TEN
Field trip or guest speaker

WEEK ELEVEN
Quiz over ch. 7. Begin chapter 8, Using Styles and Style Sheets for Design

WEEK TWELVE
Quiz over ch. 8. Begin chapter 9, Collecting Data with Forms

WEEK THIRTEEN
Quiz over ch. 9. Independent Student Projects

WEEK FOURTEEN
Critique of Student Projects

FINALS WEEK
Final Exam