



The Illinois Institute of Art® Chicago

Course Title: Introduction to the World Wide Web

Course Number and Section:MM101

Term: Summer

Year: 2003

Number of Contact Hours:6

Time: 6:30 pm Tuesday and Thursday

Place: 180 N. Wabash

Instructor: Lindsay D. Grace

Office Phone / E-mail: LG3311@fac.aii.edu

Office Hours: TBA

Course Description:

This course is an introduction to the World Wide Web's past, present and future. Emphasis will be given to e-commerce, e-learning, and commercial art and entertainment on the Web.

Textbook:

Web 101: Making the Net Work for You

Wendy G. Lehnert

Paperback, 700 pages, Second Edition

Addison-Wesley Pub Co (Net): **ISBN: 0-321-12947-4**

Objectives:

Upon successful completion of this course students should be able to explain and understand:

- The history of the World Wide Web
- The social impact of the web and the concept of a global community
- Issues of internet privacy, online safety, and copyright infringement
- The technologies that compose the internet
- The basic principles of e-commerce and online entertainment
- The technological future of the internet as it pertains to job opportunities.

Weekly Schedule*

Week 1: What is the Internet, what is the Web.

Chapter 1:

Origins of the Internet and the World Wide Web
Structure of the Internet

Week 2: Using the Internet and the World Wide Web

Chapters 1 & 2:

History of the World Wide Web
Personal Safety Online
E-mail and online communities (newsgroups, Instant messaging),
Global communities

Week 3: Using the World Wide Web, research and resources

Chapter 6 and 7

Search Engines and other resources
Virtual Communities: Mailing Lists, Newsgroups, Instant Messaging

Week 4: Web Software

Chapter 9

Software on the Internet: Downloads and Web Applications

Week 5: Business and the Web: E-commerce Essentials

Chapter 10:

E-Commerce Essentials:
 Internet E-Commerce vs Web E-Commerce
Global Consumers

Week 6: Business and the Web: E-Commerce 2

Chapter 10 continued:

E-commerce Case Studies (Boom and Bust)

Midterm Exam

Week 7: People and the Web

Social Impact of the Web

Week 8: Art and the Web

Web Artists (commercial and non-commercial)
Case Studies (Entertainment and Art)

Week 9: Online Education

Social impact of the Web
Distance Learning, Online Education

Week 10-11: What's Next?

What's next for the Wild, Wild, Web?
Upcoming Technologies
Likely Future Jobs on the Net

Final Project Due

*Schedule subject to change at the instructor's discretion.

Grading System:

Point Score range	Letter Grade
93 and above	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	F

Score Breakdown:

Homework:	30%
Quizzes:	10%
Midterm:	30%
Final Project:	30%

Course Requirements and Policies

All students must adhere to the guidelines set forth by the Illinois Institute of Art's student handbook.

Attendance:

Students are expected to attend each class and arrive on time. Any student arriving late for an exam may not be given a chance to complete the exam. Late assignments are deducted one letter grade per day.

Makeup exams and acceptance of late assignments will only be granted in the following circumstances; Medical excuse, emergency situations, campus-sponsored activities.

All issues of attendance and tardiness will be handled as school policy dictates and at the discretion of the instructor.

Cheating and Plagiarism:

Any student that cheats or plagiarizes will be reported to the academic standards committee and may be dismissed from the course.

