

**Professional Skills for the Digital Developer – Fall 2016**  
**WEB 112-002 (82660) – Monday 6:00 – 8:50 PM – RC 323**  
**Web Development and Digital Media Department**  
**Computer Science and Information Technology Division**  
**Johnson County Community College**

**Instructor Information:** Patrick Lafferty, Associate Professor, Web Development and Digital Media  
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M: 2:00 PM – 3:00 PM, 3:50 PM – 4:20 PM, 8:50 PM – 9:20 PM  
T: 8:50 PM – 9:20 PM  
W: 2:00 PM – 3:00 PM, 3:50 PM – 4:50 PM  
Sat: 11:50 AM – 12:20 PM

**Course Information:** Credit hours: 3 Contact hours: 3 Lecture hours: 3

Pre- or Co-requisites:

Required textbook: Written Communication, Verbal Communication, Problem Solving: Butterfield, 2<sup>nd</sup> Edition, ISBN: 9781285040653

Supplies: Removable storage (preferably a flash drive)

Other requirements: [Twitter.com](https://twitter.com) account; [Google.com](https://www.google.com) account

Course Description: This course teaches effective communications and professional skills important to a career in digital development. Topics covered include the use of technology to achieve effective written and verbal communication skills, team management, project management, and problem solving skills. Current and relevant legal, ethical, and governmental issues important to a career in digital development are also covered.

**Course Objectives:**

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

1. Select the best technology for effective and professional communication in a variety of situations.
2. Use a variety of digital tools for effective and professional written communication.
3. Use a variety of digital tools for effective and professional verbal communication.
4. Create both a functional and a chronological resume for a digital technologies-related career.
5. Use technology to successfully identify problems, define arguments, assess credibility and estimate business opportunities.
6. Use technology to build skills to improve group decision-making, project management, meeting effectiveness and committee-driven decisions.
7. Analyze common information systems decisions from a cost-benefit perspective.
8. Apply technology to common decision support models such as what-if and weighted criteria analysis.
9. Identify current legal, ethical and governmental issues that impact technology-related careers.

## **Content Outline:**

### I. Technology for Professional Communication

- A. Identify current digital technologies and differentiate when and why they are appropriate in various business situations in the area of written communication.
- B. Identify current digital technologies and differentiate when and why they are appropriate for various business situations in the area of verbal communication.

### II. Digital Tools for Effective Written Communication

- A. Compose well-designed examples of written communication using a variety of current digital tools for common business purposes.
- B. Correct poor examples of written communication within a variety of current digital technologies in common business situations.
- C. Work with functional requirements documents.
- D. Work with software requirements specifications.

### III. Digital Tools for Effective Verbal Communication

- A. Create and present effective presentations using a variety of current digital tools for common business purposes.
- B. Critique poor examples of verbal communication skills and technology choices in common business situations.

### IV. Resume for a Digital Professional

- A. Create a functional resume.
- B. Create a chronological resume.
- C. Create a cover letter.
- D. Request letters of reference.
- E. Analyze Web-related methods of searching for a new job.

### V. Problem Solving Skills

- A. Use digital tools to build strategies to successfully identify problems, define arguments and assess credibility.
- B. Use digital tools to build strategies to effectively estimate and use the “reasonableness test.”

### VI. Team Skills

- A. Use digital tools to improve group decision-making for common projects related to digital technologies.
- B. Use digital tools to improve meeting and committee effectiveness.
- C. Use digital tools to develop listening, speaking and negotiating skills.

- D. Hold various roles to work within a team to address common digital technology challenges.
- E. Plan, lead and manage a digital technology project using professional project management skills.

VII. Information Systems Decisions from a Cost-Benefit Perspective

- A. Analyze and define a technology-related business problem.
- B. Gather and analyze cost-benefit data.
- C. Identify and define multiple solutions to the problem.
- D. Prepare a cost-benefit analysis for each solution.

VIII. Decision Support Models

- A. Use digital tools to develop a what-if analysis to support decision-making for a future projection.
- B. Use digital tools to develop a weighted criteria analysis to support decision-making on a subjective evaluation.
- C. Analyze other common decision support models commonly used for technology-related projects.

IX. Issues that Impact a Career in Web Technology

- A. Identify current legal issues that impact digital technology careers.
- B. Identify current ethical issues that impact digital technology careers.
- C. Identify current government issues that impact digital technology careers.

**Methods of Evaluation:**

Evaluation of student mastery of course competencies will be accomplished using the following methods:

**Grade Distribution:**

15 projects @ 10pts each	60%
5 quizzes @ 20 points each	<u>40%</u>
	100%

**Grading Scale:**

A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = below 60

When submitting written work via Google Drive, your file name AND title need to be structured like this:

*lastname\_firstname\_projectname*

If your work does not meet this standard, it may not be accepted.

**On Grades:**

While I hope you earn a good grade in this course, recognize that learning alone will not earn you high marks. Some of my most inquisitive and bright students have failed this class because they did not do the work required. DO NOT LET THIS HAPPEN TO YOU!

**Late Projects and Papers:**

Late projects and papers will receive a lowered grade. The grade *will be lowered one full letter grade* for *each day*, not class period, the work is late.

**On participation:**

Attendance is important. Just as important, though, is a constructive attitude and productive work habits, both as individuals and in collaborative group efforts. They affect the tenor of the classroom and will be a factor in determining grades.

As a registered student you are automatically given a student email account. As a student in this course, you are additionally required to setup and maintain an account on twitter.com. Please remember that your conduct online is governed by the [JCCC Student Code of Conduct 319.01](#), including the [JCCC Social Media Policy 520.00](#) and [JCCC Social Media Guidelines 520.01](#). All communications outside of class will be communicated via the class email and through twitter. All FERPA-protected information will only be communicated via your stumail account. You are required to check your student email account and twitter at least once per day as part of your class participation grade. It is strongly encouraged that you check both more frequently than that.

As a registered student, you are also automatically given a student server account. Please visit <http://students.jccc.net> to set up your student email account and your student server space.

Students will need to spend additional time in computer labs in order to complete projects.

**No Lectures or Demonstrations will be repeated.  
Students are responsible for information missed due to absence.**

**On Language**

I do not tolerate [pejorative](#) language of any kind in my classroom. This includes, but is not limited to, disparaging language regarding creed, color and sexual orientation. Use of such language will result in **severe damage to your grade**. If you are not sure if you are being derogatory, err on the side of caution. This applies to both digital and physical environments.

**ADA compliance statement**

If you are a student with a disability and you will be requesting accommodations, it is your responsibility to contact Access Services. Access Services will recommend any appropriate accommodations to Professor Lafferty and his Assistant Dean. Professor Lafferty and his Assistant Dean will identify for you which accommodations will be arranged.

JCCC provides many services to allow persons with disabilities to participate in educational programs and activities. Appropriate documentation of disability will be required to obtain support services. If you need support services, contact the Access Services in 202 Student Center or call (913) 469-8500 ext. 3974 or (914) 469-3885 TDD.

## Academic Dishonesty Statement

No student shall engage in behavior that, in the judgment of Professor Lafferty, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials. This includes students who aid and abet, as well as those who attempt such behavior.

## On Writing

The job skill held in the highest regard by employers might surprise you. I ask my professional contacts regularly, "what is the one skill you look for most in your new hires?"

Without exception the response resounds, "the ability to write well."

With that in mind, I use a strict ***five errors policy*** for your written assignments. That means that if you have five errors in any writing you hand in (grammar, punctuation, spelling, ANYTHING), ***it will be rejected***.

At that time, you will have the opportunity to correct your work and resubmit it for a ***maximum*** grade of seventy-five percent (75%).

## Professional Skills for the Digital Developer Tentative Class Schedule: Mondays

<u>Date</u>	<u>Subject/Project</u>	<u>DUE</u>
M 8/22	Course introduction <i>WRITTEN Communication 1</i>	
M 8/29	<i>VERBAL Communication 1</i>	<i>Make sure social media is set up.</i> P1: Unit 1 Written
M 9/5	<i>NO CLASS – Labor Day</i>	
M 9/12	<i>PROBLEM Solving Skills 1</i>	P2: Unit 1 Verbal
M 9/19	<i>WRITTEN Communication 2</i> <i>Unit 1 Quiz</i>	P3: Unit 1 Problem
M 9/26	<i>VERBAL Communication 2</i>	P4: Unit 2 Written
M 10/3	<i>PROBLEM Solving Skills 2</i>	P5: Unit 2 Verbal
M 10/10	<i>WRITTEN Communication 3</i> <i>Unit 2 Quiz</i>	P6: Unit 2 Problem
M 10/17	<i>VERBAL Communication 3</i>	P7: Unit 3 Written
M 10/24	<i>PROBLEM Solving Skills 3</i>	P8: Unit 3 Verbal

M	10/31	<i>WRITTEN Communication 4 Unit 3 Quiz</i>	P9: Unit 3 Problem
M	11/7	<i>VERBAL Communication 4</i>	P10: Unit 4 Written
M	11/14	<i>Legal, Ethical, and Governmental Issues</i>	P11: Unit 4 Verbal
M	11/21	<i>PROBLEM Solving Skills 4 Unit 4 Quiz (last 30 min of class)</i>	P12: Legal, Ethical, Governmental
M	11/28	<i>Professionalism</i>	P13: Unit 4 Problem
M	12/5	<i>Presentations begin (aka Unit Quiz 5)</i>	P14: Professionalism
M	12/12	<i>Presentations conclude 7:00 – 8:50 PM</i>	P15: Presentation

**Final Exam Week: Monday, December 12 – Sunday, December 18**

**Final Grades will be available online by 12 PM on December 21.**

*Report all campus emergencies to the JCCC Police Department.*

**Dial 4111** from any campus phone

**Dial 913-469-2500** from any cell phone

**In the event of an emergency, move to a secure location on the third floor of the Regnier Center.**

# RC, Third Floor

