

# Data Driven Web Design

## Serf Student Jumpstart Pamphlet

Welcome to the course on Data Driven Web Design! This pamphlet is designed to jumpstart you into the course. Once you follow the jumpstart instructions provided here, you will be taken online into a virtual learning environment on the World Wide Web. Describing how exciting it is to learn this way, a student once described this environment as an E-ticket ride. We hope you will find EDUC 885 just as exciting. Soon you will get your ticket to ride; keep on reading!

### ***What You Will Need***

In order to take this course, you will need a Windows or Macintosh computer and an Internet account. Many schools and businesses provide Internet accounts to their students and employees. If you don't have an Internet account, check with your school or business to find out if you can get an account with them. If not, you can get an Internet account either from a local or a national Internet service provider (ISP). You can find your local ISP in the yellow pages of your telephone book listed under Internet services. The most popular national ISP is America Online (telephone 800-827-6364), which provides the kind of Internet service you need for around \$23.95 per month.

The specifications for the kind of Internet account you will need are described as follows:

- It must provide the basic Internet services of e-mail and access to the World Wide Web via Netscape Communicator, Firefox, or the Microsoft Internet Explorer.
- It must include at least four megabytes of Web space in which you will create your Web page assignments in this course.

Some of the assignments in this course will require that you have Windows NT, Windows 2000, Windows 2003, or Windows XP with Personal Web Server or Internet Information Services (IIS) installed. If you do not have one of these, free access will be provided through our OET computer network to students registered in this course.

### ***Textbooks***

There are two textbooks in this course. The first one is *Advanced Web Design* by Dr. Fred T. Hofstetter, ISBN 0072844515. You can purchase a copy of this textbook at your campus bookstore. Most retail bookstores, such as Borders and Barnes & Noble, also carry *Advanced Web Design*. You can also purchase it online at [www.barnesandnoble.com](http://www.barnesandnoble.com), where it ships in 24 hours.

The second textbook deals with instructional design. This instructional design textbook is optional for students who are not education majors. Students in the WebMaster Certificate Program, for example, are not required to purchase this book. If you have a special interest in educational design, however, this is a very good book to own, because it is full of instructional design guidelines and examples of how to apply them to solving instructional problems.

School of Education graduate students are encouraged to purchase the instructional design textbook. It is *The Systematic Design of Instruction*, fifth edition, by Walter Dick, Lou Carey, and James Carey. The publisher is Addison-Wesley, ISBN 0321037804. This book is in stock and ships in 24 hours at <http://www.barnesandnoble.com>.

## Going Online

Once you have an Internet account and either the Netscape Communicator or Microsoft Internet Explorer Web browser, you're ready to go online and begin the course. To logon to the course, use your browser to go to the following Web site:

Serf.udel.edu

If you have any trouble, follow these steps:

- If you have Netscape, pull down the File menu, choose Open Page, type Serf.udel.edu and click Open.
- If you have the Internet Explorer, pull down the File menu, choose Open, type Serf.udel.edu and click OK.



## Logging On

The first screen you will see is the Serf logon screen. Serf is the name of the Web-based distance learning environment you'll be using in this course. Before you can log on, you need to create a Serf name and password.

Note: If you already have a Serf logon, skip this part about cashing in your ticket. Instead, log on to Serf as you normally do, scroll down to the System Options, and choose the option to Switch Courses. Then follow the link to switch into your new course.

To create your Serf name and password, follow these steps:



**ticket**

- Click the "Admit One--Ticket" button to make the Ticket Validation screen appear.
- In the blanks provided, type your first name and your last name.
- In the Ticket field, type your ticket number. Most often, this is your social security number. Unless you've been told to enter something different in the Ticket field, type your social security number, without any spaces or hyphens.
- Click the Submit button.

If Serf recognizes your name and ticket number, you'll be taken to a screen that lets you create a Serf name and password. Your Serf name is the name you will type every time you log on to the course, and your password is a secret word that you will be required to type in order to log on. When you choose a password, pick something you can remember. Do not use easily-guessed names such as your first or last name, your nickname, your hobby, or other words that people associate with you. Mixing letters and numbers in a password makes it harder for people to guess. Most important, remember your password. Although your instructor can reset your password in case you forget it, you should try to avoid needing to have this done by remembering your password. To select a Serf name and password, follow these steps:

- Type your Serf name into the Serf Name field.
- Type your password into the first Password field; asterisks will appear to keep your password secret.
- Type your password again into the second Password field. What you type in the second Password field must match exactly what you typed in the first Password field.
- Click the Create button to create your new Serf name and password.

If the Serf name you chose has already been taken by another user, Serf will inform you and ask you to choose a different name. Follow the on-screen instructions until your Serf name and password have been created.

From now on, you can sign on quickly and easily by going to [Serf.udel.edu](http://Serf.udel.edu), where the on-screen instructions will prompt you to enter your Serf name and password and click the Logon button.

## Beginning the Course

Once you log on, you're jumpstarted into the course. From now on, all of the class instructions and assignments will come from the Web. As the course progresses, you'll notice how Serf knows where you are in the course, what you have and have not done, and what you should be working on each day. You'll also notice icons that denote different kinds of events on your syllabus, assignments you need to complete, how much each assignment counts toward your grade in the course, and how much time you have to complete them. There are dozens of features that make it easy to move around the course, study the materials it delivers, submit your assignments, and see your grades. The course delivery system used to create this environment is called Serf. The remainder of this pamphlet describes some of the options available to you while using Serf.

## What is Serf?



Serf is an acronym that stands for Server-side educational records facilitator. Serf provides an environment for delivering courses anywhere in the world, using the World Wide Web as a distance education medium.

Serf provides support for students, teaching assistants, instructors, and administrators. The administrators use Serf to create courses and enroll students. Instructors use Serf to create their course syllabus, which consists of an ordered list of instructional events, assignments, and multimedia resources. Teaching assistants help the instructor provide services to students, and may assist in the grading of the assignments. The beneficiary is you, the student, who partakes in a learning environment rich in multimedia resources and Internet services.

## How to Use Serf

At the top of every Serf screen is a menubar that provides you with communication and navigation options. You'll find links to e-mail, news, and an index of items contained on the course syllabus. For more options, click the Options button, which will bring up a detailed list of the options available to you in this course.



Most of the pages are too long to fit on the screen all at once. Use the scroll bar at the right edge of the Serf window to scroll up and down the page. Click the arrows to move by small amounts, or click the blank space between the arrows to page up and down. You can also drag the slider to move any place on the page. Remember that the Serf menubar will always be at the top of every page, and the detailed navigation options will always be near the bottom, like this:

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You are working on the course EDUC-885-040-04J: Data Driven Web Design.

Syllabus	Assignments	Calendar	E-Mail	System
<a href="#">Current Class</a>		<a href="#">Daily</a>		<a href="#">Logon</a>
<a href="#">Brief Index</a>	<a href="#">Inspect</a>	<a href="#">Weekly</a>	<a href="#">Instructor</a>	<a href="#">Logout</a>
<a href="#">Detailed Index</a>	<a href="#">Submit</a>	<a href="#">Monthly</a>	<a href="#">Assistant</a>	<a href="#">Password</a>
<a href="#">Preamble</a>	<a href="#">Grades</a>	<a href="#">Add Event</a>	<a href="#">Classmate</a>	<a href="#">CD-ROM Setup</a>
<a href="#">Search</a>		<a href="#">Delete Event</a>	<a href="#">Register</a>	<a href="#">Switch Courses</a>
<a href="#">View Complete</a>		<a href="#">Change Event</a>		<a href="#">Discussion Forums</a>

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## ***Detailed Navigation Options***

The detailed navigation options are divided into five sections. Here's a summary of what you can do with the options in each section.

1. *Syllabus options.* In the syllabus section, you'll find buttons that let you see the current class, which is the class that the instructor scheduled for the day you logged on. To move to any other class, use the Brief Index button, which lists the classes in the course. The Detailed Index button will bring up a complete list of all of the events in the course; use the detailed index when you're looking for a specific event. The Preamble button will display the course preamble, which is the information you get when you log on prior to the start of a course. If you want to search the syllabus for a particular word or phrase, click the Search button. Finally, to view the complete course syllabus, click the View Complete button.
2. *Assignment options.* In the assignment section, you can click the Inspect button to see a list of all the assignments in the course. If the list seems overwhelming, remember that you're looking at a complete list of all of the assignments, and you have the entire term to complete them. There's a Submit button that you'll use to submit assignments, and a Grades button that'll show you the grade you got on each assignment, along with a prediction of your final grade based on the work you've done so far. If you're curious, go ahead and click the Grades button. If you haven't submitted any assignments yet, no grades will be filled in, but you'll be able to see how convenient this will make getting a grade report during the course.
3. *Calendar options.* The calendar section provides buttons for seeing daily, weekly, and monthly views of your personal calendar. There's even a button that adds an event to the calendar. When you add an event, it gets added to your personal copy of the calendar. No one else in the course can see your personal calendar. You can add birthdays and anniversaries or other kinds of reminders to your personal calendar, and Serf will remind you as the date approaches.
4. *E-mail options.* The e-mail options make it quick and easy to send messages to your course instructor, teaching assistant, and classmates. When you click the Classmates button, you'll get an e-mail grid showing the names of all the students in the class. To send e-mail, simply click the name of a student. Before people can send you e-mail, however, you'll need to click the Register button and register your e-mail address in the course.
5. *System options.* You'll find system-related options in the System section. You can log off or change your password, for example. If you're enrolled in more than one Serf course, you can switch courses. There's also an option for setting up your CD-ROM drive. If a CD-ROM is being used along with this course, you should click the CD-ROM Setup option, and follow the on-screen instructions to set up your CD drive for use with this course. Last but not least, there's an option called Discussion Forums, which you can use to participate in online discussions with your classmates during the course.

Serf@Event75 - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links >>

Address http://serf.udel.edu/Default.aspx?Event75 Go

serf's up e-mail courses questions contacts get help ADMIT ONE ticket EXIT log out

## Data Driven Web Design

### Course Syllabus

Data Access	Class 9
Tutorial	In the first module of this course, you learned that an advanced web design involves the use of a database to store information gathered or accessed by pages at a web site. In the FrontPage modules, you created a Web site containing forms that asked questions, and in the Scripting Primer, you wrote scripts that judged the answers. Here in <a href="#">Module 9</a> , you will learn how to store the results in a database and create data-driven web pages whose contents change dynamically depending on what is happening in the database.
Obtaining a Database	<a href="#">Chapter 16</a> begins by teaching you how to obtain a database program. You will learn about the different database options and their costs. In addition to installing a database program on your computer, you will discover how to obtain access to databases on third-party servers.
Database Design Principles	<a href="#">Chapter 17</a> covers database design principles. You will learn to identify and define the elements of a database. By studying the principles of relational data, you will prepare yourself to design databases that are both powerful and efficient. You will understand how normalization and indexing can streamline the access to data in large databases.
FrontPage Database Wizards	FrontPage has wizards that make it easy for you to create Web pages that use databases. In <a href="#">Chapter 18</a> , you will learn how to use the database wizards to perform three essential tasks. First, you will create a database that can store information collected from site visitors via forms. Second, you will make the form submit this information to the database. Third, you will display the results onscreen and format the data to fit your site's design.
ActiveX Data Objects (ADO)	No matter how smart the wizards are, eventually there will come a time when you will want to be able to perform some kind of database maneuver that the wizards cannot handle. <a href="#">Chapter 19</a> teaches you how to write scripts that use the ActiveX Data Objects (ADO) to connect to a database and execute commands that can store and retrieve information. Using the ADO, you will write scripts that can access the records in a database and read, update, or delete their data.
Structured Query Language (SQL)	Having mastered these mechanics, you now are ready to unleash the full potential of SQL by learning how to write more sophisticated queries. <a href="#">Chapter 20</a> serves as your guide to writing SQL queries that can read, filter, sort, select, update, delete, or join data to perform all kinds of relational database tasks. You will also learn how to create indexes that can make very large databases perform just as quickly as little ones. Thus, as your data tables grow



## ***Serf Discussion Forums***

A special feature of this course is the way you will use the Serf Discussion Forums to communicate with your professor and fellow classmates during the course. To enter the forums, simply click the Discussion Forums button in the system section of the student control panel.

## ***Troubleshooting***



If you encounter any trouble in this course, here's how to go about getting help. If your question has to do with how to use Serf, click the Help button at the top of the Serf screen. This will connect you to the online Serf documentation and help system, which is full of helpful hints and suggestions.



If your question is related to the course, click the Questions button at the top of the Serf screen. This will bring up a list of frequently asked questions (FAQ), along with answers. Chances are that if other students have encountered the same problem you're having, you'll find the answer in the FAQ.



If your question deals with course content, scroll down to the e-mail options at the bottom of the screen, and send e-mail to your course instructor or teaching assistant, who are online frequently.

Finally, if you cannot solve the problem and you need to speak with someone in person, call the UD Online office at (302) 831-1500, or if you are calling long distance, dial toll-free (800) 597-1444. During normal working hours, there's always someone there to assist you.

## ***Sign Your E-mail Messages***

Whenever you send an e-mail message to your course instructor or teaching assistant, please remember to sign your message by including your full name and e-mail address at the bottom of the message. If you do not do this, your instructor may not be able to respond to you if the mailer you're using does not automatically include your correct e-mail address. This is especially frustrating at the beginning of a course, when the instructor wants to help you, but cannot respond because your correct e-mail address does not appear in your message.

Please form the habit of always including your full name and e-mail address at the bottom of any messages you send your course instructor or teaching assistant.

## ***Remember to Log Out***



When you're done using Serf, remember to log out and shut down the Web browser. This is especially important if you're using Serf in a computer lab where other students will be using your computer. If you do not log out, the student who uses the computer next could gain access to your records. You wouldn't want that to happen, so please remember to log out. Your records will expire after a while, but until then, the next user could possibly gain access. The best way of making sure your work remains private is to shut down the Web browser when you're done using the computer. Shutting down the Web browser guarantees that no one can gain access to any of your Serf screens.