I.   **General Course Information**   <u>Code</u>   <u>ELA-E</u>   <u>MS</u>
                                                                     5286

   Course Title(s):   Web Page Design I

   Related Courses:

   Department   CTE   **Sub-Dept:** Business   **Credit Area**: Electives

   Grade Level(s): 10, 11, 12   **Duration:** One Sem.   **Max Semesters:** 1   **Credit/Sem.:** 5.00

   Graduation Info: This course <u>#5286</u> is applicable toward the graduation requirement for Elective (gen.)

   Prerequisite: Computer Technology

   Fees/Materials: To be determined by School

   Note: None

II.   **Course Description**

In Web Page Design I students are introduced to basic design principles and are able to design and develop Web-based sites using HTML. Throughout the semester, students work on individual and collaborative in-class and on-line activities, presentations and individual projects. By the end of the course, students will be able to create Web sites which include the following HTML elements: tables, frames, image maps, forms, graphics, animation and sound.

III.   **Course Outcomes (District Standards in Business and Marketing Education)**

STANDARD 3:   The student will apply knowledge gained from personal assessment, career research, and the study of workplace expectations to develop strategies to make an effective transition from school to career.

STANDARD 4: The student will communicate for a variety of purposes and audiences, using various tools and methods.

STANDARD 5: The student will utilize a variety of computer software demonstrating a mastery of workplace technical skills.

IV.   **Objectives**

In order to meet the standard, students will be able to:

3.1   Utilize self-assessment skills relative to business career options.

3.3   Relate work ethic, workplace relationships, workplace diversity, and workplace communication skills to career development.

3.5   Develop strategies to make an effective transition from school to career.

3.6   Relate the importance of life long learning to career success.

4.1   Communicate in clear, courteous, concise, and correct manner on a personal and professional level.

4.2   Use appropriate vocabulary, grammar, and format in oral and written communications.

4.4   Use Technology to enhance the effectiveness of communications.

5.6   Create and edit electronic presentations with transitions, images, and charts.

5.9   Identify, select, evaluate, use, customize, and problem solve application software.

5.10   Integrate word processing, desktop publishing, database, spreadsheet, presentation graphics, multimedia, and imaging software as well as industry-specific and subject-specific software into real life problems.

5.13   Demonstrate knowledge of electronic communication.

V.   Course Outline

A.   Introduction to Internet

1. History of the World Wide Web
2. Using search engines

♦ Assess and respond to a speakers nonverbal cue. (4.1)
♦ Identify, select, and apply the features of software products, such as galleries, templates, and macros. (5.9)
♦ Explain the purposes, functions, and common features of presentation and multimedia software. (5.10)

B.   Career Paths

1. Careers in web design
2. Portfolio of web design assignments (both print & hard media)

♦ Compare personal skills and aptitudes with various career options. (3.1)
♦ Determine attitudes needed for career success. (3.1)
♦ Enhance identified strengths related to selected career options. (3.1)
♦ Enhance ICAP and portfolio through revisions (e.g., resume, sample cover letter, sample applications, career plan, examples of work and technical skills, awards, community service and career information database). (3.5)
♦ Discuss the need for flexible career planning. (3.6)
♦ Identify career opportunities resulting from new and emerging technologies. (3.6)

C.   Web Page Design

1. Design techniques (i.e., storyboarding)
2. Target market
3. Customer service
4. Evaluation of current web sites

♦ Practice appropriate interpersonal skills for working with and for others. (3.3)
♦ Develop skills to give/receive constructive criticism. (3.3)
♦ Use proper techniques to make formal oral presentations. (4.1)
♦ Evaluate media and oral presentations analytically and critically. (4.1)
♦ Write appropriate message for specific audiences. (4.1)
♦ Interpret business correspondence, professional articles, and supporting graphic materials. (4.2)
♦ Identify factors affecting the readability of text. (4.2)
♦ Edit business documents to improve content and effectiveness. (4.2)

D.   Basic HTML Documents

1. Source code of an HTML page
   a. view
   b. copy

2. Parts of an HTML page
3. Servers
   a. NT
   b. Unix
4. Web browsers
5. Scan images
6. Graphic on an HTML page
7. Image alignment
8. Trans.gif
   a. create
   b. insert
9. Simple HTML tags
10. Lists
11. Horizontal rule
12. Paragraphs
13. Line breaks
14. Preformatted text
15. Links
16. Relative and absolute reference
17. Internal Links
18. E-Mail link
19. File formats
   a. .gif file size
   b. .jpg file size
20. Web Editors
21. Tables
22. Metatags
23. Tile backgrounds
24. Simple frames & forms
25. Simple image maps
26. Simple animated gifs
27. Tiles
28. Simple multimedia
29. Web site (registering and housing)

♦ Identify factors affecting the readability of text. (4.2)
♦ Enhance documents through the use of advance layout, design, and graphics production software and scanning hardware. (4.4)
♦ Identify, select, and apply the features of software products, such as galleries, templates, and macros. (5.9)
♦ Identify and select various imaging software and hardware appropriate for tasks. (5.10)
♦ Use various forms of imaging software and hardware to produce documents and compound documents. (5.10)
♦ Select and utilize communication software appropriate for specific tasks. (5.13)
♦ Identify and explain various types of on-line services. (5.13)
♦ Access, navigate, and use on-line services. (5.13)
♦ Transfer files between varying types of computers, both local and remote. (5.13)
♦ Communicate between varying computer platforms. (5.13)

E.   Web Project Management

1. Project management
2. Web site maintenance
3. Integrated project
4. Team project
5. Presentation to class

♦ Practice appropriate interpersonal skills for working with and for others. (3.3)
♦ Develop skills to give/receive constructive criticism. (3.3)

- Illustrate strategies for responding to and working with individuals under stress. (3.3)
- Use proper techniques to make formal oral presentations. (4.1)
- Write appropriate message for specific audiences. (4.1)
- Enhance documents through the use of advance layout, design, and graphics production software and scanning hardware. (4.4)
- Develop advanced presentations that include transitions, images, and charts. (5.6)
- Identify, select, and apply the features of software products, such as galleries, templates, and macros. (5.9)
- Identify principles and techniques of presentation and multimedia design and delivery. (5.10)
- Use various forms of imaging software and hardware to produce documents and compound documents. (5.10)
- Select information systems hardware and software appropriate to accomplish tasks across the curriculum. (5.10)
- Apply information systems hardware and software appropriately to accomplish tasks across the curriculum . (5.10)