

Beginning Web Design

COURSE OUTLINE

1. **Course Title:** Beginning Web Design
2. **CBEDS Title:** Other visual communications/graphics course
3. **CBEDS Number:** 5798
4. **Job Titles:**
 - Web Design Technicians
 - Desktop Publishers
 - Web Designers

5. Course Description: This program is designed for students interested in Web page design. Student will work both independently and as a class through units of instruction in order to develop a variety of Web design skills. Students will be expected to produce work and conduct themselves in a businesslike manner, work with a minimum of supervision, and complete units of work as selected and assigned.

Students will be expected to use word-processing, spreadsheet, database, desktop publishing, and graphic software skills in order to successfully work in Web design applications. This course is not intended for the beginning computer user.

Student Outcomes and Objectives:

Working in a networked environment under Windows the students will be introduced to the following as they relate to Web Page Design: Layout; Color Theory; Typography; Information Architecture; XHTML; XHTML Editor Software; Image Editing Software; Digital Cameras and Scanners; Career Search Skills

In addition to the above, students will be able to:

1. Use the Windows operating systems in a networked environment
2. Understand The World Wide Web and its history and evolution.
3. Use basic image acquisition and manipulation tools.
4. Use Hypertext Markup Language [XHTML] in various web page design techniques:
 - a. XHTML Basics
 - b. Introduction to Information Architecture
 - c. Dividing the Browser Window with XHTML Frames
 - d. Introductory Vector and Raster Graphics from image editing software
 - e. Other Web page design techniques including:
 - f. Creating and managing a website
5. Using an XHTML Editor
6. Demonstrate effective applications of color theory and layout
7. Applying design concepts addressing typography for the World Wide Web
8. Adding Graphical Pizzazz with image editing software
9. Building Interactivity into web pages with image editing software
10. Creating and incorporating basic Animations into web pages
11. Demonstrate introductory use of graphical interface design using image editing software
12. Work with masks
13. Manage clients

Italicized text refers to “*negotiated*” curriculum versus guaranteed curriculum.

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14. Explore careers in graphic design/desktop publishing

Pathway

Recommended Sequence	Courses
Introductory	Introduction to Computers
Skill Building	Beginning Web Page Design
Advanced Skill	Advanced Web Page Design

6. Hours: *Students receive up to 180 hours of classroom instruction*

7. Prerequisites: Introduction to Computers

8. Date (of creation/revision): July 2010

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Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.				
Instructional Units and Competencies	Course Hours	Model Curr. Standards	CA Academic Content Standards	CAHSEE
<p>I. CAREER PREPARATION</p> <p>A. Career Planning and Management.</p> <ol style="list-style-type: none"> 1. Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. <ol style="list-style-type: none"> a. Students will identify skills needed for job success b. Students will identify the education and experience required for moving along a career ladder. 2. Understand the scope of career opportunities and know the requirements for education, training, and licensure. <ol style="list-style-type: none"> a. Students will describe how to find a job. b. Students will select two jobs in the field and map out a timeline for completing education and/or licensing requirements. 3. Know the main strategies for self-promotion in the hiring process, such as completing job applications, resume writing, interviewing skills, and preparing a portfolio. <ol style="list-style-type: none"> a. Students will write and use word processing software to create a resume, cover letters, thank you letters, and job applications. b. Students will participate in mock job interviews. 4. <i>Develop a career plan that is designed to reflect career interests, pathways, and postsecondary options.</i> <ol style="list-style-type: none"> a. <i>Students will conduct a self—assessment and explain how professional qualifications affect career choices.</i> 5. <i>Understand the role and function of professional organizations, industry associations, and organized labor in a productive society.</i> <ol style="list-style-type: none"> a. <i>Contact two professional organization and identify the steps to become a member.</i> 6. <i>Understand the past, present and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.</i> <ol style="list-style-type: none"> a. <i>Students will describe careers in the business industry sector.</i> b. <i>Students will identify work-related cultural differences to prepare for a global workplace.</i> <p>B. Technology.</p> <ol style="list-style-type: none"> 1. Understand past, present and future technological advances as they relate to a chosen pathway and on selected segments of the economy. 2. Understand the use of technological resources to gain access to, manipulate, and produce information, products and services. 3. Use appropriate technology in the chosen career pathway. <p>C. Problem solving and Critical Thinking.</p> <ol style="list-style-type: none"> 1. Understand the systematic problem-solving models that incorporate input, process, outcome and feedback components, and apply appropriate problem-solving strategies and critical thinking to work-related issues and 	<p>20</p> <p>Additional hours are integrated throughout the course.</p>	<p>Information Technology Industry Sector</p> <p>Foundation Standards:</p> <p>Reading 2.0 (2.6)</p> <p>Writing 2.2 (2.5, 2.6)</p> <p>Career Planning & Mgmt. 3.1, 3.2, 3.3, 3.4, 3.5,3.6, 3.7</p> <p>Technology 4.1, 4.2 4.3, 4.4, 4.5, 4.6</p>	<p><u>Language Arts</u> (8)</p> <p>R 1.3, 2.6</p> <p>W1.3, 2.5.</p> <p>LC 1.4,1.5</p> <p>1.6</p> <p>LS1.2, 1.3, (9/10)</p> <p>R2.1,2.3,2</p> <p>W2.5</p> <p>LC1.4</p> <p>LS 1.1, 2.3 (11/12)</p> <p>R2.3</p> <p>W2.5</p> <p>LC1.2</p> <p><u>Math</u> (7) NS1.2, 1.7</p> <p>MR 1.1,1.3</p> <p>2.7,2.8, 3.1</p>	<p>Lang. Arts R 8.2.1 (9/10) R 2.1, 2.3 W2.5 Math (7) NS 1.2, 1.3, 1.7 MR 1.1, 2.1, 3.1</p>

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<p>tasks.</p> <ol style="list-style-type: none"> 2. Use and apply critical thinking and decision making skills to make informed decisions, solve problems, and achieve balance in the multiple roles of personal, home, work and community life. <p>D. Health and Safety.</p> <ol style="list-style-type: none"> 1. Know policies, procedures, and regulations regarding health and safety in the workplace, including employers' and employees' responsibilities. 2. Understand critical elements of health and safety practices related to a variety of business environments. <p>E. Responsibility & Flexibility.</p> <ol style="list-style-type: none"> 1. Understand the qualities and behaviors that constitute a positive and professional work demeanor. 2. Understand the importance of accountability and responsibility in fulfilling personal, community, and workplace roles and how individual actions can affect the larger community. 3. Understand the need to adapt to varied roles and responsibilities. <p>F. Ethics and Legal Responsibilities</p> <ol style="list-style-type: none"> 1. Know the major local, district, state, and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations. 2. Understand the concept and application of ethical and legal behavior consistent with workplace standards. <ol style="list-style-type: none"> a. <i>Contact a business and obtain a copy of their rules for employment.</i> b. <i>Role play difference ethical scenarios.</i> 3. Understand the role of personal integrity and ethical behavior in the workplace. <p>G. Leadership and Teamwork.</p> <ol style="list-style-type: none"> 1. Understand the characteristics and benefits of teamwork, leadership, citizenship in the school, community, and workplace settings for effective performance and attainment of goals. 2. Understand the ways in which professional associations, such as Int'l Webmasters Assn. (IWA) and competitive activities enhance academic skills, career choices, and contribute to promote employability. 4. Know multiple approaches to personal conflict resolution and understand how to interact with others in ways that demonstrate respect for individual and cultural differences and for the attitudes and feelings of others. 				
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Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>A Basic Introduction to Windows/MAC in a Networked Environment</p> <ol style="list-style-type: none"> 1. Procedures employed in Computer Lab 2. Use of the Computer lab <ol style="list-style-type: none"> a. Login b. Accessing (and SAVING to) the student directories c. Accessing files from the Data drive d. Printer Selection and Options 3. Solicitation of Guidelines; what people want to make <p>Assignment of Passwords</p>	5	Information Technology Industry Sector Media Support & Services Pathway 4.1		
<p>B. Introduction to the World Wide Web</p> <ol style="list-style-type: none"> 1. History and Precursors 2. TCP/IP, Hypertext, Interactivity, Nonlinear Programming 3. GUI 4. Evolution of Web Page Design/Production Values: Various generations' site design 5. Web Site Development Process 6. Web Design Jobs and Roles 	5	Information Technology Industry Sector 4.4 Information Services Pathway A7.5 Media Support & Services Pathway B2.2		
<p>C. Basic Image Manipulation with Image Editing Software</p> <ol style="list-style-type: none"> 1. Acquiring Images: Digital Camera 2. Acquiring Images: Scanner 3. Acquiring Images: Web 4. Cropping, Color Adjustment, Resolution, etc. 5. Copy Write Issues 	10	Media Support & Services Pathway B1.1, 1.2	ELA 11-12; W; 1.9	
<p>D. Introduction to Hypertext Markup Language [XHTML]</p> <ol style="list-style-type: none"> 1. What is XHTML? 2. Browser differences; World Wide Web Consortium, Industry Standardization 3. Reading URLs 4. Tag Types: Structural, Style 5. Anatomy of a Tag: Start Tag; Attributes; Text, or Content; End Tag 	5			
<p>E XHTML Basics</p> <ol style="list-style-type: none"> 1. Using Structural Tags 2. Using Style Tags 	5	Media Support & Services Pathway B5.6		

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Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
F Design: Information Architecture 1. Navigation 2. User-friendly navigation design	5	Media Support & Services Pathway B5.0, 5.1		
G Using Macromedia Flash 1. Vector graphics 2. Motion 3. Simple Animation 4. Embedding Flash files	10	Media Support & Services Pathway B5.6		
H Macromedia Flash 1. Bitmap v. Vector Graphics 2. Editing Bitmaps 3. Making Selections 4. Using Vector Tools 5. Exporting Files for the Web	5	Media Support & Services Pathway B1.1		
I Basic Page Layout with XHTML Tables 1. Table Tags 2. Basic Image Splicing with Tables Using Alignment 3. Building Flexible Pages	15	Media Support & Services Pathway B5.6		
J Editing with an XHTML Editor 1. Site Definition and Setup 2. Placing, Managing, and Aligning Graphics 3. Creating Links and Image Maps 4. Using Tracing Images 5. Designing in Layout Mode 6. Importing Tables 7. Behaviors in various image editing software 8. Creating Rollovers 9. Swapping Images	20	Media Support & Services Pathway B5.6		
K Design: Color Theory; Layout – Photoshop 1. Importing and cropping 2. Manipulating images 3. Saving images for the web 4. File size	10	Media Support & Services Pathway B5.4		
L Site Management 1. The Site Map 2. Using the Site Window 3. Uploading/FTP	10	Media Support & Services Pathway B2.2 B5.1		

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Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
M Design: Typography for the World Wide Web 1. System and Browser Fonts 2. Phrase Markup Tags; Font, Base font 3. Setting Type in Graphics	5	Media Support & Services Pathway B1.1, 1.6 B2.0	ELA 9-10; R; 2.3, 2.6	M. 6; SDP; 2.5, 3.1, 3.5 7; NS; 1.3, 1.6, 1.7, 2.2 MR; 1.1, 1.2, 2.1, 2.4, 3.1, 3.3
N Advanced Image Editing with Image Editing Software Adding Graphical Pizzazz 1.Manipulating Text	15	B5.0, 5.1, 5.3		
O Building a Site 1. Project: Manage a Professional Website	10			
P Cascading Style Sheets 1. Separating content and format 2. Advanced layout 3. Inline, external, embedded	15			
Q Best Practices of Web Design 1. Critiquing sites 2. Defining a good website 3. Using interface	4			
R Balancing Form and Function	2			
S Blogs 1. Create Blogs with WordPress	2			
T Podcasts	2			

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10. Additional recommended/optional items

a. Articulation: None

b. Academic credit: None

c. Instructional strategies:

Methods of Instruction:

a. Lecture

b. Audio Visual Materials

c. Demonstrations

d. Research Readings and Written Presentations

e. Homework Assignments

f. Group & Individual Activities

g. Discussion & Group Dynamics

h. Quizzes, Tests & Final Exam

i. Guest Speakers

j. Internet Exploration

d. Instructional materials: Teacher Generated

e. Certificates: None