

Business Web Page Design

Levels: Grades 10-12
Units of Credit: 0.50
CIP Code: 52.0254
Core Code: 32-02-00-00-280
Prerequisite: Computer Technology
Skill Test: # 254

COURSE DESCRIPTION

This semester course provides students with a major emphasis on the principles and design of a website as well as advanced Internet skills and techniques. HTML, Web publishing and graphic editing software will be used to design, create, format, and edit web pages.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

The student will demonstrate a basic knowledge of the Internet and the tools used to access information. (Suggested time proportion: 10%)

Objective 1: Review basic internet concepts. (For example: Internet, WWW, browsers, FTP)

Objective 2: Define basic Internet terminology.

Objective 3: Use email with proper netiquette.

Objective 4: Investigate blogs; impact in business and personal use.

Objective 5: Review different types and purposes of web sites on the Internet. For example: Information, Commercial, Education, Personal, and Portal.

Objective 6: Investigate web design resources on the Internet. (For example: shareware and freeware software, hexadecimal charts, tutorials, free graphic sites, commercial trial basis software, etc.)

Objective 7: Understand safety, ethical, and copyright issues related to Internet use.

Objective 8: Understand and adhere to an Acceptable Use Policy.

STANDARD 2

Plan and design a website. (Suggested time proportion: 5%)

Objective 1: Explore and understand basic good web development and design principles, such as: color, white space, font styles, viewing patterns, background images, balance, etc.

Objective 2: Determine the purpose, goals, necessary tools and target audience.

Objective 3: Design a storyboard or sketch of the site elements (text, graphics, multimedia, hyperlinks, etc).

Objective 4: Plan the layout considering consistency, readability, proportion, navigation, etc.

Objective 5: Use proper naming conventions and file structure. Understand file types and filename extensions.

STANDARD 3

The student will use HTML to create attractive Web pages. (Suggested time proportion: 35%)

Objective 1: Create paragraphs, line breaks, horizontal rules, ordered and unordered lists, and tables. Emphasize proofreading, spell checking and grammar.

Objective 2: Use headings and font attributes (bold, italics, etc).

Objective 3: Create hyperlinks and e-mail links.

Objective 4: Insert images and include attributes (such as alt, vspace and hspace, size, align, etc).

Objective 5: Use colors to change backgrounds, texts, and links.

Objective 6: Use images for backgrounds.

Objective 7: Discuss the difference between HTML and XHTML. For example: View a tutorial on the differences through the Internet. (www.w3schools.com)

Objective 8: Optional: CSS (cascading style sheets)

STANDARD 4

The student will use web design software to create attractive web pages. (Suggested time proportion: 35%)

Objective 1: Create paragraphs, line breaks horizontal rules, ordered and unordered list, and tables. Emphasize proofreading, spell checking and grammar.

Objective 2: Use headings and font attributes (bold, italics, etc).

Objective 3: Create hyperlinks and e-mail links.

Objective 4: Insert images and include attributes (such as alt, vspace and hspace, size, align, etc).

Objective 5: Use colors to change backgrounds and text.

Objective 6: Use images for backgrounds.

Objective 7: Modify page properties. For example: background, font (styles and colors), links.

Objective 8: Link a web page to one or more of the following: a Word, PDF, Excel or PowerPoint document.

Objective 9: Create a website using CSS and/or templates.

Objective 10: The student will post and/or understand how to post a web site on the Internet.

STANDARD 5

The student will create and prepare images to integrate with web site designs. Example image software: Fireworks, Photoshop, Picasa, Paint, etc. (Suggested time proportion: 15%)

Objective 1: Open and save an image in a web friendly format.

Objective 2: Crop and resize various images.

Objective 3: Add a border and/or drop shadow to an image.

Objective 4: Optimize an image (resize and change resolution for optimal load time).

Objective 5: Make buttons and/or navigation bar.

Objective 6: Create a logo and/or banner to incorporate into a Web page.

Objective 7: Use a scanner and/or digital camera to incorporate photos into a Web page.

Objective 8: Enhance an image to improve photo quality (red eye, auticolor, etc.).