

Advanced Business Web Page Design

Levels: Grades 10-12
Units of Credit: 0.50
CIP Code: 52-0264
Core Code: 32-02-00-00-290
Prerequisite: Business Web Page Design
Skill Test: # 256

COURSE DESCRIPTION

This course provides skill development in the electronic procedures of producing, editing, publishing, and maintaining documents on the Internet. Web publishing software and HTML are used to develop the competencies of creating, formatting, illustrating, designing, editing/revising, and publishing documents on the World Wide Web. Proofreading, document composition, and communication competencies are included.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

The student will use commercial Web design software (for example: Dreamweaver, FrontPage) to create dynamic and interactive Web sites.

Objective 1: Review basic skills learned in Business Web Page Design.

Objective 2: Use the following software features: templates, CSS, rollover images, forms, layers, div tags, frames (regular and i-frames).

Objective 3: Include music, sound, and/or video in a document.

Objective 4: Use an image map with hotspots.

Objective 5: Use meta tags to improve a Web document.

Objective 6: Create a variety of links (hypertext, anchor tag/jump link/target link, e-mail links).

Objective 7: Use a navigation bar incorporating a drop-down or fly-out menu.

STANDARD 2

The student will use commercial image editing software (for example: Fireworks, Photoshop) to create graphics/web page.

Objective 1: Create an image map with hotspots.

Objective 2: Create a navigation bar incorporating a drop-down or fly-out menu.

Objective 3: Create an entire web page with the image editing software.

Objective 4: Use the following software features: masking, animation, transparent background, twist and fade, filters, slicing, etc.

STANDARD 3

The student will use commercial animation software (for example: Flash, Alice, Anim8, Ulead) to create graphics/web page.

Objective 1: Drawing, coloring, and editing objects.

Objective 2: Using layers.

Objective 3: Understand the difference between vector and bitmap graphics.

Objective 4: Understand the importance and use of a timeline and/or storyboard.

Objective 5: Understand animation concepts: tweening and/or morphing, motion paths, behaviors and/or actions, library, import graphics.

Objective 6: Insert animation into a web page.

STANDARD 4

The student will post a website to the Internet if allowed by district policy. If not, the student will understand the steps required to post a website.

Objective 1: Create a Web page portfolio of projects completed in class.

Objective 2: Use proper naming conventions and file structure.

Objective 3: Understand the use of FTP for downloading or uploading documents. (geocities.com)

Objective 4: Understand the process of registering and/or changing a domain for the Internet. (register.com or godaddy.com)

Objective 5: Understand the process of registering a Web site with a search engine.

Objective 6: Explain the purpose of setting up a server to keep and analyze log files of user access and traffic. (CGI files)

Objective 7: Test and evaluate a web site.