

## Web Publishing & Design II

10205

### Rationale Statement:

Web Publishing & Design II is a course in which students will demonstrate the skills they have learned in Web Publishing & Design I by designing and publishing a variety of websites using industry standards.

**Course Description:** Web Publishing & Design II is a continuation of Web Publishing & Design I. Students will apply skills learned in Web Publishing & Design I and will explore more advanced topics and techniques.

**Grade Level:** 10-12

### Course Topics:

- Web development
- Understanding HTML language and tags
- Using WYSISWG programs to develop websites
- Understanding website usability and testing
- Creating a flowchart, navigational schema, and interface design for a website.

Indicator #1: Demonstrate and apply Internet technologies.	
Bloom's Taxonomy Level	Standards and Examples
Synthesis	<p>AWPD1.1: Apply knowledge of web publishing and hosting.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Identify a good web hosting source</li><li>• Publish to the web hosting source</li><li>• Upload files to the server</li><li>• Publicize the site (e.g., submit announcements to major search engines)</li><li>• Collect/analyze usage statistics (e.g., browsers, platforms, hits)</li></ul>
Evaluation	<p>AWPD1.2 Evaluate published website using different web browsers.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Discuss Web browsers and identify their purpose</li><li>• Identify Web design browser-related issues</li><li>• Describe the different web page viewing devices available</li></ul>

Synthesis	<p>AWPD 1.3 Utilize web development software and editors to create web pages.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Evaluate WYSIWYG Editors</li> <li>• Use various tools for creating web pages and websites</li> <li>• Create webpages using Hypertext Markup Language (HTML) and the standards used for Web development</li> <li>• Design and incorporate Cascading Style Sheets (CSS) and describe its relationship to HTML</li> <li>• Incorporate W3C Standards</li> </ul>
Indicator #2: Gather and define interactive media work to meet customer requirements.	
Bloom's Taxonomy Level	Standards and Examples
Analyzing	<p>WPD 2.1 Gather data to identify customer requirements.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Gather information using interviewing strategies.</li> <li>• Determine client's needs and expected outcomes.</li> <li>• Demonstrate knowledge of nonfunctional requirements</li> </ul>
Creating	<p>AWPD 2.2 Interpret and evaluate project requirements.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Determine the purpose of the interactive media project.</li> <li>• Determine the target audience.</li> <li>• Determine the interactive media elements to be used.</li> </ul>
Applying	<p>AWPD2.3 Develop and present a project plan.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Develop a design brief.</li> <li>• Develop a time line for completion.</li> <li>• Obtain client approval on scope of work</li> <li>• Demonstrate knowledge of web site development process and issues.</li> <li>• Demonstrate knowledge of the system life-cycle approach</li> </ul>
Indicator #3: Create interactive media product specifications.	
Bloom's Taxonomy Level	Standards and Examples
Applying	<p>AWPD3.1 Prepare functional project specifications.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Develop flowchart/navigational blueprints</li> <li>• Design user interface</li> <li>• Design navigational schema</li> </ul>

Applying	<p>AWPD3.2 Prepare visual design specifications.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Apply principles of design</li> <li>• Identify technical constraints</li> <li>• Create sample design showing placement of buttons/navigational graphics and suggested color scheme</li> </ul>
Indicator #4: Develop and test interactive media products	
Bloom's Taxonomy Level	Standards and Examples
Analyzing	<p>AWPD 4.1 Cooperate with clients and team members to develop an interactive media product.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Identify and track critical milestones</li> <li>• Report project status</li> </ul>
Applying	<p>AWPD 4.2 Develop and implement a test plan.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Perform usability tests</li> <li>• Assess product effectiveness.</li> <li>• Test product for reliability</li> </ul>
Creating	<p>AWPD 4.3 Resolve product problems.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Define and fix the problem</li> <li>• Identify/test possible solutions</li> </ul>
Creating	<p>AWPD 4.4 Perform quality assurance tasks to produce a quality product.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Use customer satisfaction in determining product characteristics</li> <li>• Recognize the relationship between dependability, functionality and ease of use.</li> </ul>