

Web Publishing and Design

(10009)

Rationale Statement:

The Internet is an ever-growing media in which information can be published by just about anyone. Web Publishing and Design is a course in which students will learn the skills needed to make basic and intermediate web pages and web sites. This course will help prepare students who are interested in the area of design, graphics, multimedia, and web development.

Course Description:

Grade Level: 10-12

Course Topics:

- Introduction to web development and the Internet
- Understanding HTML language and tags
- Using WYSISWG programs to develop websites
- Understanding web site usability and testing
- Creating a flowchart, navigational schema, and interface design for a web site

Core Standards & Examples

| Indicator #1: Demonstrate and apply knowledge of internet technologies. | |
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| Bloom's Taxonomy Level | Standard and Examples |
| Remembering | <p>WPD 1.1 Apply knowledge of the internet structure Examples:</p> <ul style="list-style-type: none"> • Define the Internet and the World Wide Web • Describe the Internet and its associated key terms • Describe how data moves from one computer to another over the internet • Describe an Internet Service Provider • Discuss the impact of the Internet and Web |
| Remembering | <p>WPD 1.2 Apply knowledge of Internet Browsers Examples:</p> <ul style="list-style-type: none"> • Discuss Web browsers and identify their purpose • Identify Web design browser-related issues • Describe the different Web page viewing devices available |
| Remembering | <p>WPD 1.3 Apply knowledge of Hypertext Markup Language Examples:</p> <ul style="list-style-type: none"> • Define Hypertext Markup Language (HTML) and the standards uses for Web development • Define Dynamic Hypertext Markup Language (DHTML) and describe its relationship to HTML • Define Extensible Hypertext Markup Language (XHTML) and describe its relationship to HTML • Define Cascading Style Sheets (CSS) and describe its relationship to HTML • Understand W3C Standards |
| Remembering | <p>WPD 1.4 Apply knowledge of web publishing software and editors Examples:</p> <ul style="list-style-type: none"> • Identify WYSIWYG Editors • Describe the various tools for creating Web pages and Web sites |
| Remembering | <p>WPD 1.5 Apply knowledge of web hosting. Examples:</p> <ul style="list-style-type: none"> • Comply with TCP/IP (Transfer Control Protocol/Internet Protocol). • Upload files to the server. • Publicize the site (e.g., submit announcements to major search engines). • Collect/analyze usage statistics. |

Indicator #2: Gather and define interactive media work to meet customer requirements.

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| Bloom's Taxonomy Level | Standard and Examples |
| Analyzing | <p>WPD 2.1 Gather data to identify customer requirements.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Gather information using interviewing strategies. • Determine client's needs and expected outcomes. • Demonstrate knowledge of nonfunctional requirements |
| Creating | <p>WPD 2.2 Interpret and evaluate project requirements.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Determine purpose of the interactive media project. • Determine the target audience. • Determine the interactive media elements to be used. |
| Applying | <p>WPD 2.3 Develop a project plan.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Develop a design brief. • Develop time line for completion. • Obtain client approval on scope of work • Demonstrate knowledge of web site development process and issues. • Demonstrate knowledge of the system life-cycle approach |

| Indicator #3: Create interactive media product specifications. | |
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| Bloom's Taxonomy Level | Standard and Examples |
| Applying | <p>WPD 3.1 Prepare functional project specifications.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Develop flowchart/navigational blueprints. • Design user interface. • Design navigational schema. |
| Applying | <p>WPD 3.2 Prepare visual design specifications.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Apply principles of design. • Identify technical constraints. • Create sample design showing placement of buttons/navigational graphics and suggested color scheme |

Indicator #4: Develop and test interactive media products.

| Bloom's Taxonomy Level | Standard and Examples |
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| Analyzing | WPD 4.1 Cooperate with clients and team members to develop an interactive media product. Examples: <ul style="list-style-type: none">• Identify and track critical milestones.• Report project status |
| Applying | WPD 4.2 Develop and implement a test plan. Examples: <ul style="list-style-type: none">• Perform usability tests.• Assess product effectiveness.• Test product for reliability. |
| Creating | WPD 4.3 Resolve product problems. Examples: <ul style="list-style-type: none">• Define and fix the problem.• Identify/test possible solutions. |
| Creating | WPD 4.4 Perform quality assurance tasks to produce a quality product. Examples: <ul style="list-style-type: none">• Use customer satisfaction in determining product characteristics• Recognize the relationship between dependability, functionality, and ease of use |