

Web Design

Introductory Principles 1

- 1 Define terms related to Web projects 1.1
- 2 Demonstrate use of Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites) 1.2
- 3 Analyze E-commerce concepts as they relate to Web-based projects 1.3
- 4 Differentiate among platforms and browsers in relationship to the Web 1.4
- 5 Explain how resolution affects Web page creation 1.5

Website Design 2

- 1 Define Web page design principles and elements 2.1
- 2 Evaluate Web sites based on design elements and principles (e.g., alignment, color, navigation, user feedback) 2.2
- 3 Analyze the purpose of the Web site 2.3
- 4 Identify the target audience 2.4
- 5 Select and develop content for site (e.g., research techniques, interview of client) 2.5
- 6 Plan an organized layout through story boarding. 2.6
- 7 Select an appropriate navigational structure 2.7
- 8 Use Web-safe colors and fonts 2.8
- 9 Employ proofreading and editing techniques using standard proofreader marks. 2.9
- 10 Apply Web accessibility standards 2.10

Image Creation and Manipulation 3

- 1 Compare and contrast the different image types and their extensions (e.g., gif, jpg) 3.1
- 2 Utilize images from various sources (e.g., Internet, CD, scanner, digital camera) 3.2

3 Use image editing program to create original raster images (e.g., collages, banners, buttons) 3.3

4 Use selection tools in image editing program (e.g., lasso, magic wand) 3.4

5 Use layering techniques in image editing program to better manage images (e.g., ordering, arranging, naming) 3.5

6 Use image editing program to adjust and transform images (e.g., crop, rotate, skew, color, image dimension size) 3.6

7 Optimize an image to improve load time 3.7

8 Slice an image into separate parts 3.8

Page Creation 4

1 Demonstrate use of Web authoring software to create Web pages 4.1

2 Identify and apply HTML tags and attributes for basic Web page design (e.g., title, metadata, table, link) 4.2

3 Create, use, and edit a template 4.3

Web Creation 5

1 Demonstrate use of interactive design elements (e.g., rollover, swap image, slideshow) 5.1

2 Incorporate browser plug-ins (e.g., Adobe Acrobat.pdf, Flash.swf, Quicktime.mov) 5.2

3 Use Cascading Style Sheets (CSS) to control page elements (e.g., external, internal, inline) 5.3

4 Apply animation tools and techniques 5.4

Web Page Management 6

1 Compare and contrast various Web publishing techniques 6.1

2 Compare and contrast Web hosting account options 6.2

3 Explain the process of obtaining a domain name 6.3

4 Create an electronic portfolio 6.4

5 Organize all content files into folder management 6.5

6 Create meta tags to be utilized by a variety of search engines 6.6

7 Conduct usability testing 6.7

8 Apply copyright laws in all Web-related projects 6.8

9 Compare and contrast security issues (e.g., viruses, firewalls, passwords, filters) 6.9

Workplace Readiness 7

1 Identify careers/self-employment and certification opportunities in Web design and production 7.1

2 Exhibit leadership skills (e.g., FBLA) 7.2

3 Implement time management techniques 7.3

4 Demonstrate ethical behavior 7.4

5 Demonstrate characteristics of an acceptable work ethic (e.g., attendance, attire). 7.5

6 Read and interpret information from business documents to lead the design of the Website. 7.6

7 Communicate for audience, purpose, and task. 7.7

8 Apply English Language Arts concepts for Web page production 7.8
