BILLINGS PUBLIC SCHOOLS
WEB PAGE 1
Learner Objectives

MISSION STATEMENT

The Career Center is dedicated to providing Billing's area students with an education that explores and enhances vocational and academic skills to promote critical thinking, self-discipline, and responsible citizenship.

PHILOSOPHY

It is the philosophy of the Web Design program to give students an understanding of technology and graphic design as it relates to the web. Students will be given the opportunity to explore concepts through project based activities. All activities are strictly based on industry, national, state and local standards. Through the effective integration of technology into the classroom the learning environment moves from teacher-centered instruction to student-centered learning. This approach combined with increased student responsibility allows for a higher rate of student success. Since Web Design is a career with an accelerated rate of change students develop life-long learning habits. Students will also develop skills to enhance productivity and be able to select the best technology to a given problem.

LEARNING DOMAINS

I. **Students will demonstrate understanding of Hyper-Text Markup Language (HTML).**
II. **Students will demonstrate understanding of folder and file structure, file naming and directory paths.**
III. **Students will demonstrate understanding of how to evaluate elements of good and bad web design.**
IV. **Students will demonstrate understanding of graphic/photo creation and manipulation.**
V. **Students will demonstrate understanding of constraints when designing for the web dictated by target market and technology.**
VI. **Students will use a variety of technologies to enhance productivity.**
VII. **Students will apply marketing strategies as they apply to the web.**
VIII. **Students will demonstrate understanding of web development using a web authoring software.**
IX. **Students will demonstrate understanding of the principles of graphic design as they apply to the web.**
X. **Students will apply basic skills, critical thinking and professionalism when dealing with a client or clients.**

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I.   **Students will demonstrate understanding of Hyper-Text Markup Language (HTML).**
1. Students will demonstrate understanding of how to create an HTML document.
2. Students will demonstrate understanding of commonly used HTML tags.
3. Students will demonstrate understanding of code formatting and proper syntax.
4. Students will observe active web sites on the World Wide Web and evaluate the HTML infrastructure and function.

II.   **Students will demonstrate understanding of folder and file structure, file naming and directory paths.**
1. Students will demonstrate understanding of the different acceptable methods to setup and maintain proper file organization, including pages, workup files and images for use on the web.
2. Students will demonstrate understanding of local and network directory paths on a computer.

III.   **Students will demonstrate understanding of how to evaluate elements of good and bad web design.**
1. Students will demonstrate understanding of how to rate a web site based on design and function criteria.
2. Students will observe and learn principles of graphic design as they apply to the web.
3. Students will demonstrate understanding of how to critique peers in a professional manner, to give them experience working under specific art direction.

IV.   **Students will demonstrate understanding of graphic/photo creation and manipulation.**
1.   Students will demonstrate understanding of the common image formats used on the web.
2. Students will demonstrate understanding of how to select proper image formats and optimize images for use on the web.
3. Students will demonstrate understanding of how to use photo editing software as a web designer.
4. Students will demonstrate understanding of how to create graphics, design options and modify images for use on the web.

V. **Students will demonstrate understanding of constraints when designing for the web dictated by target market and technology.**
1. Students will demonstrate understanding of what and how to identify a client's target market.
2. Students will observe and learn loading times, screen resolution and other factors that can limit technology on the web.

VI. **Students will use a variety of technologies to enhance productivity.**
1. Students will demonstrate understanding of how and when to use different software applications to enhance productivity.
2. Students will learn and understand how to choose between tools in any given software application.
3. Students will observe and learn how to use their operating system to its fullest potential, in terns making them more efficient.

VII. **Students will apply marketing strategies as they apply to the web.**
1. Students will demonstrate understanding of web site navigation and site mapping.
2. Students will demonstrate understanding of how to market web sites through search engines like Google.
3. Students will observe and learn how typical web users learn to follow trends in the market.

VIII. **Students will demonstrate understanding of web development using a web authoring software.**
1. Students will demonstrate understanding of page layout using a web authoring software like Adobe Dreamweaver.
2. Students will demonstrate understanding of small page development through basic web site development.

IX. **Students will demonstrate understanding of the principles of graphic design as they apply to the web.**
1. Students will demonstrate understanding of the principles of graphic design like balance, contrast and unity.
2. Students will demonstrate understanding by critiquing peer custom web sites.

X.   **Students will apply basic skills, critical thinking and professionalism when dealing with a client or clients.**
1. Students will demonstrate understanding of soft skills required to plan and implement the needs of a client.
2. Students will participate in mock-client meetings.
3. Students will demonstrate understanding of presentation skills, web proposal and resumes.

DELIVERY AND INTEGRATION
Week 1 – Administrative - expectations - course pre-test.

Week 2 – How to create an HTML document, page naming conventions introduced, what is HTML and small introduction to HTML tags. Evaluation – participation, quizzes.

Week 3 – Learning common HTML tags, how to save pictures from the Internet, file naming conventions for images, introduction to copy written information on the net. Introduce first HTML web site project. Evaluation – participation, progress, quizes.

Week 4 - Students will be working on HTML web site, introduction to photo editing software. Students will also be introduced to technological constraints surrounding web design. Introduce graphics creation with photo editing software. Evaluation – worksheets, quizzes – unit test.

Week 5 – Students complete HTML web site. Students will present and evaluate each others work. Evaluation – Unit Test, presentation and product evaluation.

Week 6 – Students will learn about image formatting and how to manipulate setting to change and optimize images for the web. Students will be introduced to a web authoring software. Students will learn how to use a photo editing program to further manipulate images with clip-masks. Evaluation – worksheets, quizzes, product evaluation.

Week 7/8 – Students will do a comprehensive evaluation of good and bad web design. Evaluation will test both design and function compared to standards set by the industry in professional web design. This is a complete web site design to display the information using a web authoring software. This lesson will also introduce students to principles of graphic design. Evaluation – quizzes, product evaluation, unit test.

Week 9 – Students will learn different tools in a photo editing software to further manipulate images with clip-masks. Emphasis will be placed on how to select the proper tool to increase efficiency.

DELIVERY AND INTEGRATION

Week 10 - Students will be introduced to concepts surrounding web site planning/navigation and marketing via the web. Students will work with a client in a mock situation to create a solution to fulfill their web site needs. Evaluation – worksheet, quiz, product evaluation.

Week 11 – Students will be exposed to advanced techniques for graphics creation in preparation to start a complete web design project. Evaluation –quiz, product evaluation.

Week 12-15 – Students will create design options/layouts for a mock client's web site. Students will learn about identifying target markets. Each mockup will require a peer critique and at least one round of revisions. Students will learn principles of graphic design, advanced photo editing and other skills required for complete web design. Evaluation –quiz, product evaluation.

Week 16 – Students will learn various methods to layout and develop web sites using a web authoring software. Evaluation –quiz, product evaluation.

Week 17-18 – Students will develop and complete a mock client's web site. Evaluation – product evaluation.

Week 19 – Review/finals.
            Finals/ post-test.