

Carlstadt-East Rutherford Regional School District
CTE Department
Webpage Design II Curriculum

Course Description

Webpage Design II is a half year course that meets on a rotating basis for three (3) 55-minute blocks and one (1) 40-minute block for every five (5) day cycle.

Webpage Design II presents aspects of creating and designing websites. Students will be introduced to design elements that enable them to create professional-looking websites for personal or business use.

Course Overview and Pacing Guide

Unit	Topic	Time Frame
1	The Web Design Process	4 weeks
2	Typography and Color	4 weeks
3	Google Sites	11 weeks

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Computer Science and Design Thinking (Standard 8)	
Core Idea	Performance Expectation
The design and use of computing technologies and artifacts can positively or negatively affect equitable access to information and opportunities.	8.1.12.IC.1: Evaluate the ways computing impacts personal, ethical, social, economic, and cultural practices. 8.1.12.IC.3: Predict the potential impacts and implications of emerging technologies on larger social, economic, and political structures, using evidence from credible sources.
Individuals select digital tools and design automated processes to collect, transform, generalize, simplify, and present large data sets in different ways to influence how other people interpret and understand the underlying information.	8.1.12.DA.1: Create interactive data visualizations using software tools to help others better understand real world phenomena, including climate change.
Trade-offs related to implementation, readability, and program performance are considered when selecting and combining control structures.	8.1.12.AP.4: Design and iteratively develop computational artifacts for practical intent, personal expression, or to address a societal issue.
Complex programs are developed, tested, and analyzed by teams drawing on the members' diverse strengths using a variety of resources, libraries, and tools.	8.1.12.AP.7: Collaboratively design and develop programs and artifacts for broad audiences by incorporating feedback from users. 8.1.12.AP.8: Evaluate and refine computational artifacts to make them more usable and accessible.
Decisions to develop new technology are driven by societal and cultural opinions and demands that differ from culture to culture.	8.2.12.ITH.1: Analyze a product to determine the impact that economic, political, social, and/or cultural factors have had on its design, including its design constraints.
Changes caused by the introduction and use of a new technology can range from gradual to rapid and from subtle to obvious, and can change over time. These changes may vary from society to society as a result of differences in a society's economy, politics, and culture.	8.2.12.ITH.3: Analyze the impact that globalization, social media, and access to open source technologies has had on innovation and on a society's economy, politics, and culture.
The ability to ethically integrate new technologies requires deciding whether to introduce a technology, taking into consideration local resources and the role of culture in acceptance. Consequences of technological use may be different for different groups of people and may change over time. Since technological decisions can have ethical implications, it is essential that individuals	8.2.12.EC.3: Synthesize data, analyze trends, and draw conclusions regarding the effect of a technology on the individual, culture, society, and environment and share this information with the appropriate audience.

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analyze issues by gathering evidence from multiple perspectives and conceiving of alternative possibilities before proposing solutions.	
Career Readiness, Life Literacies, and Key Skills (Standard 9)	
Core Idea	Performance Expectation
There are strategies to improve one's professional value and marketability.	9.2.12.CAP.3: Investigate how continuing education contributes to one's career and personal growth.
With a growth mindset, failure is an important part of success.	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas.
Innovative ideas or innovation can lead to career opportunities.	9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities. 9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition.
Collaboration with individuals with diverse experiences can aid in the problem-solving process, particularly for global issues where diverse solutions are needed.	9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice. 9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving. 9.4.12.CT.3: Enlist input from a variety of stakeholders (e.g., community members, experts in the field) to design a service learning activity that addresses a local or global issue (e.g., environmental justice). 9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.
Laws govern the use of intellectual property and there are legal consequences to utilizing or sharing another's original works without permission or appropriate credit.	9.4.12.DC.1: Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content.
Cultivating online reputations for employers and academia requires separating private and professional digital identities.	9.4.12.DC.6: Select information to post online that positively impacts personal image and future college and career opportunities.
Digital communities influence many aspects of society, especially the workforce. The increased connectivity between people in different cultures and different career fields have changed the nature, content, and responsibilities of many careers.	9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society.
Collaborative digital tools can be used to access, record and share different viewpoints and to collect and tabulate the views of groups of people.	9.4.12.TL.3: Analyze the effectiveness of the process and quality of collaborative environments. 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem.
Interdisciplinary Connections	

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CCSS.ELA-LITERACY.RST.11-12.3

Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks; analyze the specific results based on explanations in the text.

CCSS.ELA-LITERACY.RST.11-12.4

Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

CCSS.ELA-LITERACY.RST.11-12.7

Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

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Modifications, Accommodations, and Differentiation			
English Language Learners	IEP / 504	At Risk Students	Gifted and Talented
Peer tutoring	Teacher tutoring	Teacher tutoring	Challenging assignments
Scaffolding	Peer tutoring	Peer tutoring	Enrichment activities
Word walls	Study guides	Study guides	Tiered activities
Think alouds	Notes/summaries	Notes/summaries	Independent projects
Read alouds	Graphic organizers	Graphic organizers	Collaborative teamwork
Cognates	Highlighted vocabulary	Highlighted vocabulary	Advanced discussion techniques
Sentence/paragraph frames	Visual prompts/aides	Visual prompts/aides	Critical/Analytical thinking tasks
Annotation guides	Multimedia	Modeling of techniques	Self-directed activities
Graphic organizers	Assistive technology	Modified assignments	
Highlighted vocabulary	Modeling of techniques	Timelines	
Word banks	Modified assignments	Extended time	
Visual prompts/aides	Timelines	Parent communication	
Modeling of techniques	Extended time		
Modified assignments	Parent communication		
Bilingual dictionaries/translation			
Extended time			

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Unit Name	Web Design Process	4 weeks
Instructional Materials and Resources	Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research and Activities, Google Sites	

Disciplinary Concept: Web Design Process

This unit introduces the basic principles of web design involved when developing a website including internet basics, planning a website, designing and constructing a website, and website testing.

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With a growth mindset, failure is an important part of success.	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas.

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Student Learning Objectives (Knowledge and Skills)	Suggested Tasks/Activities	Evidence of Learning (Assessments)
Understand Internet basics and terminology Identify and understand the steps in the web design process	Internet Terminology, Steps in Web Design Activity	Classroom Assignments and Activities, Website Evaluations/Analysis, Quiz
Determine the purpose and identify the audience of a website	Website Analysis, Web Design Process Activity Step 1	Classroom Assignments and Activities, Website Evaluations/Analysis, Quiz
Understand and differentiate between the elements of web design: information, interaction, and presentation design	Website Analysis, Web Design Process Activity Step 2	Classroom Assignments and Activities, Website Evaluations/Analysis, Quiz

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Unit Name	Typography and Color	4 weeks
Instructional Materials and Resources	Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research and Activities, Google Sites	

Disciplinary Concept: Typography and Color

This unit introduces the specifications of presentation design with a focus on typography and color to enhance the visual appeal and present content effectively.

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Identify and differentiate between different categories of fonts Match fonts with the purpose and audience of a website	Typography Activity	Classroom Assignments and Activities, Website Evaluations/Analysis, Quiz
Understand the color wheel and variations of colors Identify and differentiate between different color schemes Match colors with the purpose and audience of a website	Color Scheme Activity	Classroom Assignments and Activities, Website Evaluations/Analysis, Quiz
Understand industry and cultural color associations Understand the psychology of color and identify the traits associated with each color	Psychology of Color Activity	Classroom Assignments and Activities, Website Evaluations/Analysis, Quiz

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Unit Name	Google Sites	11 weeks
Instructional Materials and Resources	Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research and Activities, Google Sites	

Disciplinary Concept: Google Sites

This unit introduces Google Sites to create well-functioning, user-friendly, attractive websites.

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Understand and identify the client's needs to adequately plan and organize the website	Website planning forms Font and color scheme plans Logo creation	Classroom Assignments and Activities
Name a site Change theme Change header type and image Add, rename, duplicate, reorder, hide, delete pages Understand sub pages Change navigation settings Change site settings Add announcement banners Add collaborators Insert content boxes, text boxes, images, image carousels, videos, maps, buttons, dividers, Google files, collapsible groups	Google Sites: Ocean Action Project Google Sites: Pampered Pups Google Sites: Cityside Sweetery	Classroom Assignments and Activities, Website Evaluations/Analysis, Quizzes
Determine navigational structure to ensure easy navigation Determine how content is presented Incorporate graphic and visual elements to enhance appeal and interest	Google Sites: Ocean Action Project Google Sites: Pampered Pups Google Sites: Cityside Sweetery	Classroom Assignments and Activities, Website Rubric
Test, redesign, and evaluate websites Consider feedback from users and provide feedback to other web designers	Google Sites: Ocean Action Project Google Sites: Pampered Pups Google Sites: Cityside Sweetery	Classroom Assignments and Activities, Website Peer Evaluations