



Web Design I

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General Course Information

Web Design I	
Department: Business and Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code H5080
Course Description:	
<p>Web Design I introduces students to the fundamentals of developing and publishing effective business Web pages. Students design and create a website that is easy to navigate, visually appealing, and effectively communicates a purpose. The class will explore the use of computer animation, graphic and technical details, and design theory. Students enrolled in Web Design I are eligible to join a student business organization (FBLA).</p>	
Course Rationale:	
<p>Web skills are in growing demand. Students in Web Design I will design Web sites according to general design principles and apply their web design skills to real life business situations. Instruction in this area will help prepare the student for a career or post-secondary education.</p>	
Course Objectives:	
<p>The student will design and create a web page and website, identify the parts of an HTML document and use HTML tags within the web page. (A+ Writing)</p> <p>The student will research and apply the features of industry appropriate software to create websites and chart navigation structures. (A+ Research)</p> <p>The student will apply basic image editing features of Adobe Photoshop while creating images to be used inside of a business website .</p> <p>The student will read about and debate the role of ethics, social responsibility, and laws related to web design. (A+ Reading, A+ Speaking and Listening)</p>	
Standards Alignment:	
<p>List standard set(s) to which course has been aligned</p>	

Power Standards

List Standards -

Unit I: Introduction to Web development	Duration: 10-15days
Unit Description: 1. Web resources to develop web pages 2. E-commerce concepts in relationships to web-based projects 3. Platform/web browser differences and how they affect resolutions 4. Web design opportunities	
Unit Standards	Key Learning Targets
CCSS NBEA DOK RI.11-12.4 COMM.I.B.1.4 1 IT.VIII.1-2.1 1 ENTRE.VI.D.3.3 3 IT.VII.3.4 3 IT.VII.1-2.4 3 IT.VII.3.14 1 COMM.II.A.4.5	1. Define terms related to Web projects RI.11-12.4 COMM.I.B.1.4 1 2. Use Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites) IT.VIII.1-2.1 1 3. Discuss E-commerce concepts as they relate to Web-based projects ENTRE.VI.D.3.3 3 4. Differentiate among platforms and browsers in relationship to the Web IT.VII.3.4 3 5. Explain how resolution affects Web page creation IT.VII.1-2.4 3 6. Identify careers/self-employment and certification opportunities in Web design and production IT.VII.3.14 1 7. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)
Essential Questions	Enduring Understandings
1. What skills will you develop in web design that will impact your leadership skills? 2. Why is it important to build scaffolding in web-based resources, E-commerce concepts, platforms, and browsers before you begin creating a web page?	Define terms related to Web projects Use Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites) Discuss E-commerce concepts as they

	<p>relate to Web-based projects</p> <p>Differentiate among platforms and browsers in relationship to the Web</p> <p>Explain how resolution affects Web page creation</p> <p>Identify careers/self-employment and certification opportunities in Web design and production</p> <p>Exhibit leadership skills through a student organization</p>
Resources: (www.w3schools.com , www.eduplace.com/graphicorganizer) Dreamweaver	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit II:	Duration:-40-50 days
Unit Description: Learning: 1. Web Basics 2. Computer Basics 3. Online Basics 4. HTML Basics	
Unit Standards	Key Learning Targets
Insert unit standards	<p>What will students understand as a result of this unit?</p> <p>Students will learn how to Compare and contrast Internet and the Web; identify web browser components; compare web sites and web pages; describe types of web sites; identify parts of a web page; summarize the importance of hyperlinks; use a web browser; describe web site development steps; identify three categories of web design; discuss web design careers; identify parts of Dreamweaver interface; use Dreamweaver to view web pages; identify hardware; describe processing components; compare and contrast input and output devices; compare and contrast storage devices; identify and describe operating systems; identify and describe application software; summarize cross-platform issues; identify types of networks; examine types of network connections; identify network hardware and software ; use a template; save a Web site; apply a theme; format text; insert a graphic; explain internet protocols; Compare intranets, extranets, and the internet; identify URL components; compare web browsers; use search engines; describe web development applications and hardware; describe connectivity components; insert external hyperlinks; download files responsibly; summarize copyright and fair use laws; cite digital resources; evaluate web site content; format HTML tags; identify HTML guidelines; use text editor; organize web site files and folders; use HTML tags and attributes; create lists using HTML; view an HTML document; Insert images and hyperlinks using HTML; Debug and test web page; re=create and existing HTML document in Dreamweaver:CSS and HTML 5</p>
Essential Questions	Enduring Understandings
1. What are the Fundamentals of web design that allow a person to	HTML Tags & Page Structure: Students will be introduced to what HTML and CSS is. The will learn the basic tags, inline vs. block tags, and how to structure a web page. The hexadecimal color code system will be

<p>design a successful site?</p> <p>2. How do you think Web designers make sure that their sites are accurate and successful?</p>	<p>introduced and how to apply background and text colors to elements. Students will also be introduced to special characters. The inline style sheets will be introduced in this lesson.</p> <p>Lesson</p> <p>Creating Lists: Students will learn how to create the ordered, unordered, and definition lists. They will also learn how to customize the lists and modify the bullet types, numbering system, and starting value of the ordered list. Embedding style sheets will also be introduced in defining styles for the tag.</p> <p>Page Layout Design: Students will learn how to align text, and how to float elements to achieve a better page layout with text wrapping. They will also learn how to size container elements and how overflow content can be handled. Students will also learn about the parent/child container concept.</p> <p>Text & Font Styles: Students will learn how to select fonts for their web pages. They will learn about the various font styles, Sans-Serif and Serif fonts. They will also learn about the various font and text style properties. The span tag will also be introduced and pseudo-element styles as well</p> <p>Site Structure & Links: The various website structures will be introduced in this lesson. Students will also learn how to add hyperlinks to their web pages to create page jumps, links to other pages within their site, and how to link to other websites. Students will also learn how to customize their link properties. External style sheets will be introduced in this lesson.</p> <p>Custom Margins & Borders: Students will learn how to apply margins, center elements using auto margins, create custom borders around an element. Students will also learn how to set the border radius to create rounded corners on elements.</p> <p>Creating Basic Tables: Students will learn how to create tables on their webpage for displaying data. Students will learn how to position their tables on</p>
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	their pages and customize the table's appearance.
Resources:(www.w3schools.com , www.eduplace.com/graphicorganizer) Dreamweaver	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit III:	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
Insert unit standards	Insert learning targets
Essential Questions	Enduring Understandings
Insert essential questions	Insert enduring understandings
Resources:(www.w3schools.com , www.eduplace.com/graphicorganizer) Dreamweaver	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit IV:	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
Insert unit standards	Insert learning targets
Essential Questions	Enduring Understandings
Insert essential questions	Insert enduring understandings
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit V:	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
Insert unit standards	Insert learning targets
Essential Questions	Enduring Understandings
Insert essential questions	Insert enduring understandings
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit VI:	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
Insert unit standards	Insert learning targets
Essential Questions	Enduring Understandings
Insert essential questions	Insert enduring understandings
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit VII:			Duration:
Unit Description:			
Unit Standards			Key Learning Targets
Insert unit standards			Insert learning targets
Essential Questions			Enduring Understandings
Insert essential questions			Insert enduring understandings
Resources:			
Previous knowledge and skills needed:			
Key Unit Vocabulary:			
Additional Information:			

Unit VIII:			Duration:
Unit Description:			
Unit Standards			Key Learning Targets
Insert unit standards			Insert learning targets
Essential Questions			Enduring Understandings
Insert essential questions			Insert enduring understandings
Resources:			
Previous knowledge and skills needed:			
Key Unit Vocabulary:			
Additional Information:			