

Denver Public Schools
Department of Curriculum and Instructional Services
1999/2000
COURSE SYLLABUS

- I. General Course Information** Code
5286 ELA-E MS
- Course Title(s): Web Page Design I
- Related Courses:**
- Department** CTE **Sub-Dept:** Business **Credit Area:** Electives
- Grade Level(s):** 10, 11, 12 **Duration:** One Sem. **Max Semesters:** 1 **Credit/Sem.:** 5.00
- Graduation Info:** This course #5286 is applicable toward the graduation requirement for Elective (gen.)
- Prerequisite:** Computer Technology
- Fees/Materials:** To be determined by School
- Note:** None

II. Course Description

In Web Page Design I students are introduced to basic design principles and are able to design and develop Web-based sites using HTML. Throughout the semester, students work on individual and collaborative in-class and on-line activities, presentations and individual projects. By the end of the course, students will be able to create Web sites which include the following HTML elements: tables, frames, image maps, forms, graphics, animation and sound.

III. Course Outcomes (District Standards in Business and Marketing Education)

STANDARD 3: The student will apply knowledge gained from personal assessment, career research, and the study of workplace expectations to develop strategies to make an effective transition from school to career.

STANDARD 4: The student will communicate for a variety of purposes and audiences, using various tools and methods.

STANDARD 5: The student will utilize a variety of computer software demonstrating a mastery of workplace technical skills.

IV. Objectives

In order to meet the standard, students will be able to:

- 3.1 Utilize self-assessment skills relative to business career options.
- 3.3 Relate work ethic, workplace relationships, workplace diversity, and workplace communication skills to career development.
- 3.5 Develop strategies to make an effective transition from school to career.
- 3.6 Relate the importance of life long learning to career success.
- 4.1 Communicate in clear, courteous, concise, and correct manner on a personal and professional level.
- 4.2 Use appropriate vocabulary, grammar, and format in oral and written communications.

- 4.4 Use Technology to enhance the effectiveness of communications.
- 5.6 Create and edit electronic presentations with transitions, images, and charts.
- 5.9 Identify, select, evaluate, use, customize, and problem solve application software.
- 5.10 Integrate word processing, desktop publishing, database, spreadsheet, presentation graphics, multimedia, and imaging software as well as industry-specific and subject-specific software into real life problems.
- 5.13 Demonstrate knowledge of electronic communication.

V. Course Outline

A. Introduction to Internet

- 1. History of the World Wide Web
- 2. Using search engines
 - ◆ Assess and respond to a speaker's nonverbal cue. (4.1)
 - ◆ Identify, select, and apply the features of software products, such as galleries, templates, and macros. (5.9)
 - ◆ Explain the purposes, functions, and common features of presentation and multimedia software. (5.10)

B. Career Paths

- 1. Careers in web design
- 2. Portfolio of web design assignments (both print & hard media)
 - ◆ Compare personal skills and aptitudes with various career options. (3.1)
 - ◆ Determine attitudes needed for career success. (3.1)
 - ◆ Enhance identified strengths related to selected career options. (3.1)
 - ◆ Enhance ICAP and portfolio through revisions (e.g., resume, sample cover letter, sample applications, career plan, examples of work and technical skills, awards, community service and career information database). (3.5)
 - ◆ Discuss the need for flexible career planning. (3.6)
 - ◆ Identify career opportunities resulting from new and emerging technologies. (3.6)

C. Web Page Design

- 1. Design techniques (i.e., storyboarding)
- 2. Target market
- 3. Customer service
- 4. Evaluation of current web sites
 - ◆ Practice appropriate interpersonal skills for working with and for others. (3.3)
 - ◆ Develop skills to give/receive constructive criticism. (3.3)
 - ◆ Use proper techniques to make formal oral presentations. (4.1)
 - ◆ Evaluate media and oral presentations analytically and critically. (4.1)
 - ◆ Write appropriate message for specific audiences. (4.1)
 - ◆ Interpret business correspondence, professional articles, and supporting graphic materials. (4.2)
 - ◆ Identify factors affecting the readability of text. (4.2)
 - ◆ Edit business documents to improve content and effectiveness. (4.2)

D. Basic HTML Documents

- 1. Source code of an HTML page
 - a. view
 - b. copy

2. Parts of an HTML page
3. Servers
 - a. NT
 - b. Unix
4. Web browsers
5. Scan images
6. Graphic on an HTML page
7. Image alignment
8. Trans.gif
 - a. create
 - b. insert
9. Simple HTML tags
10. Lists
11. Horizontal rule
12. Paragraphs
13. Line breaks
14. Preformatted text
15. Links
16. Relative and absolute reference
17. Internal Links
18. E-Mail link
19. File formats
 - a. .gif file size
 - b. .jpg file size
20. Web Editors
21. Tables
22. Metatags
23. Tile backgrounds
24. Simple frames & forms
25. Simple image maps
26. Simple animated gifs
27. Tiles
28. Simple multimedia
29. Web site (registering and housing)

- ◆ Identify factors affecting the readability of text. (4.2)
- ◆ Enhance documents through the use of advance layout, design, and graphics production software and scanning hardware. (4.4)
- ◆ Identify, select, and apply the features of software products, such as galleries, templates, and macros. (5.9)
- ◆ Identify and select various imaging software and hardware appropriate for tasks. (5.10)
- ◆ Use various forms of imaging software and hardware to produce documents and compound documents. (5.10)
- ◆ Select and utilize communication software appropriate for specific tasks. (5.13)
- ◆ Identify and explain various types of on-line services. (5.13)
- ◆ Access, navigate, and use on-line services. (5.13)
- ◆ Transfer files between varying types of computers, both local and remote. (5.13)
- ◆ Communicate between varying computer platforms. (5.13)

E. Web Project Management

1. Project management
 2. Web site maintenance
 3. Integrated project
 4. Team project
 5. Presentation to class
- ◆ Practice appropriate interpersonal skills for working with and for others. (3.3)
 - ◆ Develop skills to give/receive constructive criticism. (3.3)

- ◆ Illustrate strategies for responding to and working with individuals under stress. (3.3)
- ◆ Use proper techniques to make formal oral presentations. (4.1)
- ◆ Write appropriate message for specific audiences. (4.1)
- ◆ Enhance documents through the use of advance layout, design, and graphics production software and scanning hardware. (4.4)
- ◆ Develop advanced presentations that include transitions, images, and charts. (5.6)
- ◆ Identify, select, and apply the features of software products, such as galleries, templates, and macros. (5.9)
- ◆ Identify principles and techniques of presentation and multimedia design and delivery. (5.10)
- ◆ Use various forms of imaging software and hardware to produce documents and compound documents. (5.10)
- ◆ Select information systems hardware and software appropriate to accomplish tasks across the curriculum. (5.10)
- ◆ Apply information systems hardware and software appropriately to accomplish tasks across the curriculum . (5.10)