

**DESE Model Curriculum: Web Design** (CIP Code: 11.0103)  
 GRADE LEVEL/UNIT TITLE: 11-12/Apply Effective Web Page Management Techniques

<b>COURSE INTRODUCTION</b>		
<p>This course deals with the use of Web programming languages (HTML, Javascript, etc.), graphics applications, and other Web authoring tools to design, edit, launch, and maintain Web sites and pages. Such topics as Internet theory, Web page standards, Web design elements, user interfaces, special effects, navigation, and emerging Web technologies will be included.</p> <p>Course rationale: Rapid technological advancement by businesses to reach global markets, greater focus on industry certifications and national skill standards, expansion of responsibilities of office workers, portability of employee skills—all these increase the need for business students in career education programs to have skills in Web design and maintenance.</p>		
<b>UNIT DESCRIPTION</b>	<b>SUGGESTED UNIT TIMELINE</b>	
<p>This unit will teach web page management techniques. Students will create an electronic portfolio that is Internet ready.</p>	10-15 days	
	<b>CLASS PERIOD (min.)</b>	
50 minutes		
<b>ESSENTIAL QUESTIONS</b>		
<p>What is the process you would implement to publish your web page on the Internet?</p>		
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>NBEA STANDARD</b>	<b>DOK</b>
1. Describe various Web publishing techniques	IT.VII.3.6	1
2. Compare and contrast Web hosting account options	IT.V.3.5	3
3. Explain the process of obtaining a domain name	IT.V.3.5	3
4. Create an electronic portfolio	CD.V.B.3.3	4
5. Organize all content files into folder management	IT.III.1.2	2
6. Implement time management techniques	CD.III.A.4.2	3
7. Create meta tags to be utilized by a variety of search engines	IT.V.3.5	3
8. Demonstrate ethical behavior	COMM.I.D.2.3	2
9. Conduct usability testing	IT.VII.3.12	4
10. Apply copyright laws in all Web-related projects	IT.VII.3.4	2
11. Describe security issues (e.g., viruses, firewalls, passwords, filters)	IT.XIV.3.4	2
<b>OBJ. #</b>	<b>INSTRUCTIONAL STRATEGIES</b>	
1 -4, 9	1. Class Discussion – Free Web Hosting	
8, 10	2. Class Discussion via <i>Copyright.pptx</i>	
6	3. Continuing Discussion over <i>Time Management</i>	
7	4. Class Discussion via Article: <i>10 Basic SEO Tips to Get You Started</i>	
11	5. Class Discussion via Article: <i>Top 10 Website Security Issues</i>	

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OBJ. #	INSTRUCTIONAL ACTIVITIES
1-4, 9	1. Participate in class discussion on free web hosting. Upload class projects to Website Provider; <i>Utilize Check HTML Before You Wreck HTML</i>
8, 10	2. Participate in class discussion on Copyright.
6	3. Participate in class discussion on Time Management.
7	4. Participate in class discussion on 10 Tips article.
11	5. Participate in class discussion on Security Issues.