

Web Design

Unit	Objectives
Introductory Principles	<ol style="list-style-type: none"> 1 Define terms related to Web projects 2 Use Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites) 3 Discuss E-commerce concepts as they relate to Web-based projects 4 Differentiate among platforms and browsers in relationship to the Web 5 Explain how resolution affects Web page creation 6 Identify careers/self-employment and certification opportunities in Web design and production 7 Exhibit leadership skills through a student organization (e.g., FBLA, PBL)
Web Site Design	<ol style="list-style-type: none"> 1 Define Web page design principles and elements 2 Evaluate Web sites based on design elements and principles (e.g., alignment, color, navigation, user feedback) 3 Determine the purpose of the Web site 4 Identify the target audience 5 Select and develop content for site (e.g., research techniques, interview of client) 6 Plan an organized layout 7 Select an appropriate navigational structure 8 Use Web-safe colors and fonts 9 Employ proofreading and editing techniques 10 Apply Web accessibility standards
Image Creation and Manipulation	<ol style="list-style-type: none"> 1 Recognize the different image types and their extensions (e.g., gif, jpg) 2 Utilize images from various sources (e.g., Internet, CD, scanner, digital camera) 3 Use image editing program to create original raster images (e.g., collages, banners, buttons) 4 Use selection tools in image editing program (e.g., lasso, magic wand) 5 Use layering techniques in image editing program to better manage images (e.g., ordering, arranging, naming) 6 Use image editing program to adjust and transform images (e.g., crop, rotate, skew, color, image dimension size) 7 Optimize an image to improve load time 8 Slice an image into separate parts
Page Creation	<ol style="list-style-type: none"> 1 Use Web authoring software to create Web pages 2 Identify and apply HTML tags and attributes for basic Web page design (e.g., title, metadata, table, link) 3 Create and use a template
Web Creation	<ol style="list-style-type: none"> 1 Create interactive design elements (e.g., rollover, swap image, slideshow) 2 Incorporate browser plug-ins (e.g., Adobe Acrobat.pdf, Flash.swf, Quicktime.mov) 3 Use Cascading Style Sheets (CSS) to control page elements (e.g., external, internal, inline) 4 Apply animation tools and techniques
Web Page Management	<ol style="list-style-type: none"> 1 Describe various Web publishing techniques 2 Compare and contrast Web hosting account options 3 Explain the process of obtaining a domain name 4 Create an electronic portfolio 5 Organize all content files into folder management 6 Implement time management techniques 7 Create meta tags to be utilized by a variety of search engines 8 Demonstrate ethical behavior 9 Conduct usability testing 10 Apply copyright laws in all Web-related projects 11 Describe security issues (e.g., viruses, firewalls, passwords, filters)