

DESE Model Curriculum: Web Design (CIP Code: 11.0103)

GRADE LEVEL/UNIT TITLE: 11-12/Apply Introductory Principles

COURSE INTRODUCTION		
<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>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Web resources to develop web pages; E-commerce concepts in relationships to web-based projects; platform/web browser differences and how they affect resolutions; web design opportunities	10-15 days	
	CLASS PERIOD (min.)	
	50	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> 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? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Define terms related to Web projects	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)	COMM.II.A.4.5	1
ASSESSMENT DESCRIPTIONS		
The students will be able to answer the essential outcomes through two short essays.		
OBJ. #	INSTRUCTIONAL STRATEGIES	
1	List, Group, Label (ListGroupLabel.docx)	
2	Identify free Web-based resources available to students (www.w3schools.com (tutorials) , http://notepad-plus-plus.org (free download – HTML editor), www.gimp.org (photo editor)	
3	Class Discussion	
4	Compare and Contrast - (such as a Venn Diagram – www.eduplace.com/graphicorganizer)	
5	Reading Activity – Text Tagging (TextTagging_Instructions.pptx)	

DESE Model Curriculum: Web Design (CIP Code: 11.0103)

GRADE LEVEL/UNIT TITLE: 11-12/Apply Introductory Principles

6	Guest speakers from community
7	Register students in FBLA
OBJ. #	INSTRUCTIONAL ACTIVITIES
1	List, Group, Label (see instructional strategy above)
2	Make students aware of free Web-based resources available to create Web pages from scratch
3	Discussion over the prompt – “If you were starting a business, what are some of the ways you would promote it?” Guide the conversation into an E-commerce conversation.
4	Have students prepare a graphic organizer (such as a Venn Diagram – www.eduplace.com/graphicorganizer)
5	Article – “Web Page Design Inspired by Edward Tufte” (ScreenSizeResolution_AffectOnGraphics.docx)
6	Use the Occupational Outlook Handbook (www.bls.gov/ooh) to research Web design opportunities
7	Present resources available on FBLA Website (www.fbla-pbl.org)
UNIT RESOURCES	
1.	www.w3schools.com (tutorials)
2.	http://notepad-plus-plus.org (free download – HTML editor)
3.	www.gimp.org (photo editor)
4.	www.eduplace.com/graphicorganizer
5.	www.bls.gov/ooh
6.	www.fbla-pbl.org