Department of Teaching & Learning
Parent/Student Course Information

Design, Multimedia & Web Technologies
(BE 6630)
One-half Credit, One Semester
Grades 10 - 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION
Students develop proficiency in designing and creating desktop-published projects, multimedia presentations/projects, and Web sites, using industry-standard application software. Students apply principles of layout and design in completing projects. Students create portfolios that include a résumé and a variety of desktop-published, multimedia and Web-site projects produced in the course.

CERTIFICATION
Students are eligible to sit for the Microsoft Office Specialist (MOS) certification

STUDENT ORGANIZATION
The Future Business Leaders of America (FBLA) is the co-curricular organization for secondary Business and Information Technology students. The organization enhances occupational preparation for students by helping them attain the following goals: leadership skills; knowledge of the American enterprise system; self-confidence; improvement of home, business, and community; scholarship; citizenship; and career goals.

PREREQUISITE
None

OPTIONS FOR NEXT COURSE
None

REQUIRED STUDENT TEXTBOOK
None

COMPETENCIES FOR DESIGN, MULTIMEDIA & WEB TECHNOLOGIES

Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills
001   Demonstrate positive work ethic.
002   Demonstrate integrity.
003   Demonstrate teamwork skills.
004   Demonstrate self-representation skills.
005   Demonstrate diversity awareness.
006   Demonstrate conflict-resolution skills.
007   Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills
008   Demonstrate effective speaking and listening skills.
009   Demonstrate effective reading and writing skills.
010   Demonstrate critical-thinking and problem-solving skills.
011   Demonstrate healthy behaviors and safety skills.
012   Demonstrate an understanding of workplace organizations, systems and climates.
013   Demonstrate lifelong-learning skills.
014   Demonstrate job-acquisition and advancement skills.
015   Demonstrate time-, task- and resource-management skills.
016   Demonstrate job-specific mathematics skills.
017   Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills
018   Demonstrate proficiency with technologies common to a specific occupation.
019   Demonstrate information technology skills.
020   Demonstrate an understanding of Internet use and security issues.
021   Demonstrate telecommunications skills.

Examining All Aspects of an Industry
022   Examine aspects of planning within an industry/organization.
023   Examine aspects of management within an industry/organization.
024   Examine aspects of financial responsibility within an industry/organization.
025   Examine technical and production skills required of workers within an industry/organization.
026   Examine principles of technology that underlie an industry/organization.
027   Examine labor issues related to an industry/organization.
028   Examine community issues related to an industry/organization.
029   Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life
030   Identify the purposes and goals of the student organization.
031   Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
032   Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
033   Identify Internet safety issues and procedures for complying with acceptable use standards.

Demonstrating Knowledge of Hardware, Software, and Operating Systems
034   Compare word processing, desktop publishing, multimedia creation and Web page creation.
035   Evaluate operating systems and hardware for compatibility with common software applications.

036	Evaluate software used in desktop publishing, multimedia creation and Web page creation.
037	Use technical support to resolve problems encountered during creation of digital projects.
038	Apply appropriate method to back up files.

Applying Principles of Layout and Design

039	Identify project-management components.
040	Plan an effective design for a project.
041	Apply principles of design, layout and typography appropriate for a project.
042	Enhance appearance of a project.

Designing and Creating Print and Graphic Design Projects

043	Create original content for a desktop-published project.
044	Demonstrate proofing skills through use of online tools and individual critiquing to check for format, style, correctness and clarity.
045	Import text, graphics, tables and charts for use in a desktop-published project.
046	Use time-saving features of desktop publishing programs.
047	Create multi-page and multi-column documents.
048	Create a variety of desktop-published documents.
049	Create a document in a format appropriate for electronic distribution.
050	Convert a print document to digital format through scanning.
051	Critique a project to determine whether it meets the designated guidelines.

Designing and Creating Multimedia Presentations/Projects

052	Identify the components of an effective multimedia project.
053	Create a multimedia project.
054	Use master slides, templates and/or themes.
055	Create an object, using graphic design software.
056	Incorporate charts, graphs and/or tables into a multimedia project.
057	Enhance a multimedia project with advanced features.
058	Incorporate elements from other sources into a multimedia project.
059	Edit a multimedia project.
060	Create handouts and/or other visuals for a multimedia presentation.
061	Deliver a multimedia presentation.
062	Critique a multimedia presentation to determine whether it meets the designated guidelines.

Designing and Creating Websites

063	Evaluate the methods of creating websites.
064	Apply structural requirements (information architecture) for development of a website.
065	Create a website, using website design software or programming language.
066	Apply website design features.
067	Create hyperlinks.
068	Proofread and edit a website.
069	Test a website.
070	Explain or demonstrate publishing, updating, and maintaining a website.
071	Describe methods and tools used in digital marketing.
072	Compare content management systems commonly used in the business world.

Exploring Legal and Ethical Issues

073	Explore security issues related to computer and Internet technology.
074	Describe copyright issues and laws related to creating desktop-published, multimedia and website design projects.

075   Identify situations in which use of elements in projects is legal but may be unethical / inappropriate.

076   Describe licensing agreements associated with software usage.

Preparing for Industry Certification

077   Describe the process and requirements for obtaining industry certifications related to the Design, Multimedia, and Web Technologies course.

078   Identify testing skills/strategies for a certification examination.

079   Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).

080   Successfully complete an industry certification examination representative of skills learned in this course (e.g., MOS, IC3, NOCTI).

Developing Employability Skills

081   Explore careers in the graphic design, multimedia, and website design fields.

082   Investigate uses of graphic design, multimedia, and web technologies in business and industry.

083   Investigate new and emerging trends in desktop publishing, multimedia and Web technologies.

084   Create or update a résumé.

085   Create a professional portfolio.

086   Describe basic employment activities.

087   Identify potential employment barriers for nontraditional groups and ways to overcome the barriers.

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Produced by the Department of Media and Communications for the
Department of Teaching and Learning.
For further information please call (757) 263-1070.

Notice of Non-Discrimination Policy
Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-7, 6-33, 7-48, 7-49, 7-57 and Regulations 2-33.1, 4-4.1, 4-4.2, 4-4.3, 4-6.1, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, counseling services, physical education and athletic, vocational education, instructional materials and extracurricular activities.

To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Theresa.Dougherty@vbschools.com.

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VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

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