



*Department of Teaching & Learning*  
*Parent/Student Course Information*

***Web Design Foundations***  
***(BE 6630)***  
***One Credit, One Year***  
***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**

Careers in web design and development are exploding and the technology is ever-changing as new devices for internet use emerge. HTML, CSS and JavaScript are the critical web coding languages taught in this course. Additionally, students learn user experience focused design, web industry standards and the “business” of the web. Numerous coding editors and web application software by Adobe including Dreamweaver and Photoshop are utilized. Artistic ability is not required but certainly beneficial for the design aspects of the class. In the second year, students will apply web coding skills in a variety of design projects to suit all types of devices: desktop computers, tablets and mobile phones. Using a simulation model of learning, students develop the skills to manage projects with a focus on meeting client needs. Industry-leading software is used throughout both years of the program. Qualified students will be eligible to sit for industry recognized certifications from CIW, Adobe and Microsoft.

**CERTIFICATION**

Student prepare for nationally recognized certifications from CIW (Certified Internet Webmaster- Site Development Associate), Adobe Certified Associate- Dreamweaver and Microsoft.

**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**

Advanced Web Design

**REQUIRED STUDENT TEXTBOOK**

None

## COMPETENCIES FOR WEB DESIGN FOUNDATIONS

### **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, graphic design, multimedia creation and web page creation.
- 035 Evaluate operating systems and hardware for compatibility with common software applications.

- 036 Evaluate software used in graphic design, 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 digitally designed 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 print or graphic design project.
- 046 Use time-saving features of print and/or graphic design programs.
- 047 Create documents utilizing a variety of layouts including multiple columns, pages and element positions.
- 048 Create a variety of print materials.
- 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 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 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 graphic design, 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 desktop publishing, multimedia, and Website design fields.
- 082 Investigate uses of desktop publishing, 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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For further information please call (757) 263-1070.

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