Syllabus: Web Design

Course Overview:

Do you want to create your own personal place on the Internet to start an online business or personal social site? In this Web Design course, students will use a variety of design software to organize, create, publish, and manage a web site. Course content includes creating a variety of graphic elements including video, animations, rollover effects, backgrounds, and page images.

Department: Business, Marketing, and Information Technology	**Department/Course Website (if applicable):** Insert here
Course Number: BUS4010	**Instructor:** Donna Kennedy
Credits Earned/Length of Course: .5 Credits/Semester Course/Term Course	**Office Hours:** 7:30am-4:00pm
Prerequisites: None	**Instructor Contact Info:** Phone: 608-204-3567 Email: dkennedy@madison.k12.wi.us
Required Materials: Flash drive	**Other:**

Course Standards:

- Common Core State Standards for Literacy in All Subjects
- Common Core State Standards for Mathematics -- Standards for Mathematical Practice
- Wisconsin Common Career Technical Core Standards
- Wisconsin Standards for Business & Information Technology

Course Assessment(s):

Summative assessments for units--Web Page Project

- Content specific handouts
- Final website created

Course Outline (including Unit(s) of Time and Essential Questions):

Unit # 1 Designing and Planning Web Pages

Time: approximately 7-10 hours

Unit Essential Questions

- What are the design principles used when creating web pages?
- What is HTML and CSS and how are they different from each other?
- What are the criteria for evaluating the quality of websites?

Sequence of focus lessons

- Basic Site Creation/Evaluation
- Color Theory
- Web Standards
- Planning a Website

Syllabus: Web Design

Unit # 2 Creating Pages with HTML

Time: approximately 5-8 hours

Unit Essential Questions

- What are the basics of HTML coding?

Sequence of focus lessons

- Pre-Coding
- Basic HTML Markup
- HTML Lists
- Creating Links
- Creating a Data Table
- HTML Video

Unit # 3 Formatting Web Pages with Style Sheets

Time: Approximately 16-20 hours

Unit Essential Questions

- How is the visual look of web pages controlled by using Cascading Style Sheets?

Sequence of focus lessons

- Introduction to Cascading Style Sheets
- Color in CSS
- Typography in CSS
- The Box Model in CSS
- The Role of ID and CLass in CSS
- Page Layout Techniques

Unit # 4 Graphics

Time: Approximately 11-17 hours

Unit Essential Questions

- What are effective uses of graphics on web pages?
- How can you get digital images and reformat them?
- How can you create basic graphics for use on a web page?

Sequence of focus lessons

- Introduction to Web Graphics
- Creating a Web Photo Album
- Creating a Button
- Creating a Web Page Banner

Unit #5 Scripting

Time: Approximately 8-10 hours

Unit Essential Questions

- How is website content organized?
- How is the navigation structure designed to be consistent across all of the pages in the website?

Sequence of focus lessons

- Overview of Scripting on the Web
- JavaScript

Unit #6 Quality Control

Time: Approximately 3-6 hours

 Unit Essential Questions

Syllabus: Web Design

- How can websites be tested for quality?

Sequence of focus lessons
- Validating Websites
- Testing Usability

Unit #7 Website Management and Authoring Tools
Time: Approximately 3-6 hours
Unit Essential Questions
- What are some website management and authoring tools?

Sequence of focus lessons
- Basic Features of Web Authoring Software
- Publishing on the Web

Unit #8 Client Website
Time: Approximately 6-20+ hours. Varies depending on complexity and student
Unit Essential Questions
- How do you plan, design, develop and test a website using the skills learned in the course?

Sequence of focus lessons
- Client Website-Planning, Constructing, and Quality Control

Unit #9 Career Development/21st Century Skills (Ongoing)
- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?

Texts, Technology, and Resources:
Web Design & Development curriculum from University of Washington http://www.washington.edu/accesscomputing/webd2/
Digital Design: Foundation of Web Design curriculum from Adobe Education Exchange
http://edex.adobe.com/digital-design
Adobe Creative Suite

Behavior/Attendance and Grading Policy:
La Follette High School Code of Conduct/Student Handbook

Family contact/communication is important, please supply teacher with current contact information. Feel free to contact Mrs. Kennedy at any time.

Parent Signature:_____ Date:_____

Parent Name Printed:_____

Phone Number:_____ Cell Phone Number:_____

Parent email address:_____

Student Signature:_____ Date:_____

Student Name Printed: _____