

Davison Community Schools  
ADVISORY CURRICULUM COUNCIL

Phase I.II  
April 20, 2015  
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## Web Design

Course Essential Questions (from Phase I report):

- How does technology affect society, business and communication?
- What are the safe and legal responsibilities of being a good digital citizen?
- What are the elements and principles of an efficient website?
- What is the Web design process and what are the different site structures?
- How does graphic design affect website design?
- What are the technologies used to create websites?
- How does effective page layout and consistent navigation lead to usability?
- What communication skills are needed to create and implement a client's website?
- What are website testing procedures?
- What are the challenges of working with a client and how does one produce a final website that creates a satisfied client?

### Unit 1:

#### Legal, Ethical, and Safety Unit

##### Essential Questions:

- How does **technology** affect **society**, business and communication?
- What are the safe and **legal responsibilities** of being a good **digital citizen**?
- Why is **netiquette** important in creating a website?
- Why is **office safety** important?
- In what ways does **OSHA** protect the workforce?
- Why is it important for a **workforce** to

##### Essential Understanding:

- Technology has a positive and negative impact on society through society, business and communication.
- In order to be a good digital citizen you need be safe online and follow all of the laws.
- Office Safety saves employees for short term and long term injuries or diseases.
- Netiquette needs to be considered when creating a website and using the web.
- OSHA protects the workforce by enforcing laws that are created for the workforce.

<p>create an <b>emergency plan</b>?</p> <ul style="list-style-type: none"> <li>• How does <b>Ethics</b> impact web design?</li> <li>• Why is important to follow <b>fair use policies</b> and <b>copyright laws</b> when creating anything on the <b>internet</b>?</li> <li>• What is <b>intellectual property</b>?</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency Plans are created in event that an emergency happens everyone knows what the procedures are during that event.</li> <li>• Ethical decision making skills must be used when creating a website.</li> <li>• Copyright laws and fair use policies protect people from using others thoughts and work.</li> <li>• Intellectual property is work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.</li> </ul>
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### Curriculum Standards

- IVC1 Identify legal and ethical issues related to the use of information and communication technologies (e.g., properly selecting and citing resources)
- IVC2 Discuss possible long-range effects of unethical uses of technology (e.g., virus spreading, file pirating, hacking) on cultures and society
- IVC3 Discuss and demonstrate proper netiquette in online communications
- IVC4 Identify ways that individuals can protect their technology systems from unethical or unscrupulous users
- IVC5 Create appropriate citations for resources when presenting research findings
- IVC6 Discuss and adhere to fair use policies and copyright guidelines
- VIA1 Assess workplace conditions with regard to safety and health.
- VIA2 Select appropriate personal protective equipment as needed for a safe workplace/jobsite.
- VIA3 Employ a safety hierarchy and communication system within the workplace/jobsite.
- VIA4 Implement safety precautions to maintain a safe worksite.
- VIB1 Identify rules and laws designed to promote safety and health in the workplace.
- VIB2 State the rationale of rules and laws designed to promote safety and health.
- VIC1 Use knowledge of First Aid procedures as necessary.
- VIC2 Use knowledge of CPR procedures as necessary.
- VIC3 Use safety equipment as necessary.
- VID1 Complete an assessment of an emergency and/or disaster situation.
- VID2 Create an emergency and/or disaster plan.

- VIII A1 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.
- VIII A2 Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.
- VIII A3 Explain legal issues faced by IT professionals.
- XI A2 Analyze Usability and Accessibility as it pertains to customer needs.
- XI J1 Explain the concept of intellectual property.
- XI J2 Differentiate between copyright and trademarks.
- XI J3 Describe the function of a non-disclosure agreement (NDA).

<b>Knowledge/Content</b> Students will know about....	<b>Skills/Processes</b> Students will be able to.....
<ul style="list-style-type: none"> <li>• Legal and ethical issues related to the use of information and communication technologies and possible long-range effects of unethical uses of technology (netiquette).</li> <li>• Protecting their technology systems from unethical or unscrupulous users</li> <li>• A safety hierarchy and communication system within the workplace/jobsite with safety precautions that maintain a safe worksite.</li> <li>• The rules and laws designed to promote safety and health in the workplace and rationale behind them.</li> <li>• Creating an emergency and/or disaster plan.</li> <li>• Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.</li> <li>• Policies and procedures to help employees perform their jobs according to employer rules and expectations.</li> <li>• Legal issues faced by IT professionals.</li> <li>• Analyze Usability and Accessibility as it pertains to customer needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify legal and ethical issues related to the use of information and communication technologies (e.g., properly selecting and citing resources)</li> <li>• Discuss possible long-range effects of unethical uses of technology (e.g., virus spreading, file pirating, hacking) on cultures and society</li> <li>• Discuss and demonstrate proper netiquette in online communications</li> <li>• Identify ways that individuals can protect their technology systems from unethical or unscrupulous users</li> <li>• Create appropriate citations for resources when presenting research findings</li> <li>• Discuss and adhere to fair use policies and copyright guidelines</li> <li>• Assess workplace conditions with regard to safety and health.</li> <li>• Select appropriate personal protective equipment as needed for a safe workplace/jobsite.</li> <li>• Employ a safety hierarchy and communication system within the workplace/jobsite.</li> <li>• Implement safety precautions to maintain</li> </ul>

<ul style="list-style-type: none"> <li>• The concept of intellectual property (copyright, trademark, patent) and understanding how to cite sources as necessary.</li> <li>• The functions of a non-disclosure agreements (NDA) and fair use policies.</li> </ul>	<p>a safe worksite.</p> <ul style="list-style-type: none"> <li>• Identify rules and laws designed to promote safety and health in the workplace.</li> <li>• State the rationale of rules and laws designed to promote safety and health.</li> <li>• Use knowledge of First Aid, CPR and Safety Equipment procedures as necessary.</li> <li>• Complete an assessment of an emergency and/or disaster situation and create a plan.</li> <li>• Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.</li> <li>• Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.</li> <li>• Explain legal issues faced by IT professionals.</li> <li>• Analyze Usability and Accessibility as it pertains to customer needs.</li> <li>• Explain the concept of intellectual property (copyright, trademarks, and patents).</li> <li>• Describe the function of a non-disclosure agreement (NDA).</li> </ul>
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**Phase III Textbook/Materials**

Adobe Design Premium 5.5 Software  
 The Web Collection- Premium Edition – Sherry Bishop, Jim Shuman, Elizabeth Eisner Reding

**Phase IV Summative Assessment Evidence**

<p><b>Common Summative Unit Assessments:</b></p>	<p><b>Agreed Upon Interim Summative Assessments:</b> (*identifies Performance Task)</p>
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## Phase V Learning Plan

### Unit 2:

## Intro to the Web

### Essential Questions:

- How and why did the **Internet** start?
- How does the Internet work?
- What is the difference between a **website** and a **webpage**?
- What is the difference between the Internet and the **World Wide Web**?
- What are the different categories of websites?
- What **criteria** should you use to evaluate websites based on **purpose, design, and usability**?
- How are **Web Elements** used to create a Web page?
- What is the different between **multimedia** and **graphics** on a webpage?
- What are the careers involved in **web development**?
- What are some tools used to store data for long term?
- What is the difference between a **graphic user interface** and an **operating system**?
- Why are **search engines** important when creating a website?
- What are **applications** that are needed for

### Essential Understanding:

- The Internet started in the 60<sup>'s</sup> by the government to network computers from universities and defense coordinators.
- It's only since the early 90's that the Internet has been commonly used in homes, businesses, and schools.
- A web page is one page on the Internet.
- A website is a group of webpages **linked** together with one related topic.
- The Internet is a massive **network** of networks.
- The World Wide Web is just one part of larger internet.
- There are five different categories of websites: **Commercial, educational, personal, informational, and portal sites**.
- The purpose of a web page must be clear.
- The design of the website should be **consistent**, appealing to the eye, and directed towards a **target market**.
- The usability of a website should have easy **navigation tools** and should be clear.
- There are many web elements that are used in a webpage.
- Web elements are graphics, **hyperlinks**,

<p>creating web pages?</p> <ul style="list-style-type: none"> <li>• What are applications that can be used to develop and design webpages?</li> </ul>	<p>multimedia, and text.</p> <ul style="list-style-type: none"> <li>• Web elements are used to make the webpage more eye appealing and give information.</li> <li>• Multimedia is audio, video, or <b>animation</b> on the webpage.</li> <li>• Graphics include drawings, charts, diagrams, paintings, photographs, and navigational buttons.</li> <li>• Web pages should have a good balance of web elements.</li> <li>• Developing a Web site requires writing skills, design skills, and programming skills.</li> <li>• There are a wide variety of careers that are involved in web development.</li> <li>• There are different places to store files which include the cloud, a hard drive, or external drive.</li> <li>• There are <b>graphic interfaces</b> and operating systems that allow the computer to process information.</li> <li>• Application software is important in developing, designing, and using webpages.</li> <li>• You can design and develop a web page by using many different applications.</li> <li>• Examples of web design applications would be <b>Adobe Dreamweaver</b>, Online sources, and <b>notepad</b>.</li> <li>• <b>Internet Service Provider</b> is a business that gives customers access to the internet through its own network.</li> </ul>
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<p><b>Curriculum Standards</b></p>	
<ul style="list-style-type: none"> <li>• IVB2 Use email to share files and documents.</li> <li>• IVB3 Identify the functions and purpose of email systems.</li> <li>• IVB5 Access and navigate Internet (e.g., use a web browser).</li> </ul>	

- IVB6 Search for information and resources.
- IVB7 Evaluate Internet resources for reliability and validity.
- IVB17 Analyze interrelated data elements.
- IVB22 Manage computer operations.
- IVB27 Troubleshoot computer driven equipment and machines.
- IVB28 Access support as needed to maintain operation of computer driven equipment and machines.
- XA1 Use information literacy skills when accessing, evaluating and disseminating information.
- XD1 Explain the key functions and applications of software.
- XF1 Explain data communications procedures, equipment and media.
- XH1 Explain data communications procedures, equipment and media.
- XH2 Troubleshoot Internet connection problems.
- XH3 Explain the components of Internet software.
- XH4 Install Internet software for use on an operating system.
- XH6 Explain cookies and adware on an internet connected computer system.
- XI1 Verify that hardware and software system components are compatible prior to performing installation.
- XJ1 Explain the features and functions of Web browsing software.
- XK2 Use operating system principles to ensure optimal system function.
- XK3 Use available reference tools as appropriate.
- XP2 Explain the terminology, role and benefits of quality within an organization.
- IA4 Evaluate and use information resources to accomplish specific occupational tasks.
- IA2 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.
- XK1 Configure/modify system as needed.
- XIF12 Explain concepts involved in social networking.

<b>Knowledge/Content</b> Students will know about....	<b>Skills/Processes</b> Students will be able to.....
<ul style="list-style-type: none"> <li>• The history of the Internet.</li> <li>• The basics of the Internet and how it operates</li> </ul>	<ul style="list-style-type: none"> <li>• Create a time line explaining the history of the Internet.</li> <li>• Describe the basics of the Internet.</li> </ul>

<ul style="list-style-type: none"> <li>• The difference between a website and a webpage.</li> <li>• The difference between Internet, Intranet, and Extranet.</li> <li>• The difference of the Internet and the World Wide Web.</li> <li>• The five main categories of websites.</li> <li>• The difference of website categories</li> <li>• The meaning of a URL.</li> <li>• Evaluating a website for purpose, design, and usability.</li> <li>• The four main elements used in a website.</li> <li>• The difference between multimedia and graphics.</li> <li>• Careers in Web Design.</li> <li>• Storage devices for long term storage.</li> <li>• The difference between graphic user interface and an operating system.</li> <li>• Search engines and how they search for websites.</li> <li>• Different types of tools, software, applications, and web tools used to create websites.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a diagram of how the Internet operates.</li> <li>• Explain the difference between Internet, Intranet, and extranet.</li> <li>• Explain the difference between the Internet and the World Wide Web.</li> <li>• Distinguish between the 5 main categories of websites.</li> <li>• Explain the difference between the 5 main categories of websites.</li> <li>• Define the parts of a URL</li> <li>• Evaluate and analyze a website for purpose, design, and usability.</li> <li>• Identify different elements on a webpage and explain the importance of each.</li> <li>• Describe careers in web design</li> <li>• Describe the positives and negatives of different storage devices.</li> <li>• Describe how search engines search for websites.</li> <li>• Identify and explain different tools, software, applications and websites used to assist in creating a website.</li> </ul>
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Adobe Design Premium 5.5 Software  
The Web Collection- Premium Edition – Sherry Bishop, Jim Shuman, Elizabeth Eisner Reding

**Phase IV Summative Assessment Evidence**

<p><b>Common Summative Unit Assessments:</b></p>	<p><b>Agreed Upon Interim Summative Assessments: (*identifies Performance Task)</b></p>
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## Phase V Learning Plan

### Unit 3:

### Planning, Designing, and Creating a Website

#### Essential Questions:

- What are the five steps of the **web development process**?
- What should be determined before creating a website?
- What should be included in a website's mission statement?
- What should be considered when choosing a **navigation scheme** for a website?
- What is the purpose of a **storyboard** when designing a website?
- Why is reading text online different from reading from a printed page?
- What is the purpose of **headings** and **subheadings**?
- How **interaction design**, **informational design**, and **presentation design** work together to create a **functional website**?
- What should be considered when planning the **layout** of a website?
- Why is **consistency** and **repetition** important in designing a website?
- What are examples of **software** and tools that can be used to create a website?
- How do you organize **web content**?
- What is **Adobe Dreamweaver**?
- What are some examples of online web designing tools?
- Why do you need a plan when saving website Web Site files?
- What is **HTML**?
- What are **cascading style sheets**?
- What are the basic concepts related to

#### Essential Understanding:

- The design of a website should be consistent and clean with a good balance of graphics, multimedia, color, and text.
- The Purpose and goals of a website are important to determine before creating a website.
- The target audience of the website should be relevant in the design of the website.
- The usability of the website is important in the success of the website's purpose.
- A mission statement of a website should include the purpose, immediate and long term goals, and the target audience.
- The target audience should be considered when choosing a navigation scheme.
- A storyboard is a rough visual representation of the website by illustrating your organizational ideas and elements on each page and the relationship between pages.
- Reading text online is different from reading a printed page and must be

using **web colors**?

- Why it is important to develop websites that comply with **web standards**.

short and easy to read.

- Text should be broken into small pieces on a web page and should be organized with headings and subheadings.
- The three categories in the design process are interaction design, information design, and presentation design.
- Interaction design determine how hyperlinks will help the use navigate through the site.
- Information design will determine the content that will appear on each page.
- Presentation design will determine the physical appearance of the site's page.
- When creating a website the layout is should not be cluttered and using white space and proximity is important.
- Consistency and Repetition helps users become familiar with the site and helps users find information easily.
- There are many different tools, software, and resources that can be used to create a website.
- Organization is important for the website to work efficiently and effectively.
- Adobe Dreamweaver is software that creates websites.
- Notepad is a simple text editor can be used to write HTML.
- There are many different web design tools that are found on the Internet to create websites.
- Hypertext Markup Language (HTML) is

	<p>a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on Web pages.</p> <ul style="list-style-type: none"> <li>• Cascading Style Sheets (CSS) is a style sheet language used to describing the look and formatting of a document written in a markup language.</li> <li>• Organize web content by creating a navigation system that appropriately chunks web content and allows users to quickly, easily access important content.</li> <li>• There are different sets of colors that are Web Safe that should be used in Web Design.</li> <li>• Web standards are rules and guidelines established by the World Wide Web Consortium developed to promote consistency in the design code which makes up a web page.</li> </ul>
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### Curriculum Standards

- IIIA2 Apply a problem solving model to a workplace situation that involves setting goals, implementing and evaluating results.
- IIIA5 Conduct technical research to gather information necessary for decision-making.
- IIIB1 Demonstrate the use of information organization principles.
- IIIB2 Demonstrate the use of design and color principles.
- IVB23 Manage file storage.
- IVB24 Compress or alter files.
- VB3 Describe strategies for maximizing productivity in a high tech environment.
- VC3 Develop time and activity plans to achieve objectives.
- XB1 Develop goals and objectives.
- XB2 Prioritized tasks to be completed.
- XC1 Explain the fundamentals of operating systems.
- XC2 Explain the role of number systems in information systems.
- XC3 Identify computer classifications and hardware.

- XC4 Describe elements and types of information processing.
- XC5 Use available reference tools as appropriate.
- XC6 Describe the function of CPU's
- XD1 Explain the key functions and applications of software.
- XD2 Describe the range of languages used in software development.
- XD3 Summarize how data is organized in software development.
- XD4 Explain new and emerging classes of software.
- XE2 Identify new IT technologies
- XE3 Assess the potential importance and impact of new IT technologies in the future.
- XF2 Explain data transmission codes and protocols.
- XF3 Explain the differences between local and wide area networks.
- XF4 Summarize data communication trends and issues.
- XG1 Describe Internet protocols.
- XG2 Explain Domain Name Server (DNS).
- XG3 Summarize Internet security issues and systems available for addressing them.
- XJ2 Explain the features and functions of Web page design software.
- XJ4 Describe how bandwidth affects data transmission and on-screen image.
- XK5 Configure systems to provide optimal system interfaces.
- XL1 Explain the need for regular backup procedures.
- XIB2 Create product visual design.
- XIC4 Demonstrate how to create and receive approval for a Web Site plan.
- XIC5 Convey technical concepts from Web design to a non-technical audience.
- XID3 Create final project plan.
- XIE1 Implement functional design criteria.
- XIE2 Create product visual design.
- XIE3 Use basic Web development skills.
- XIE4 Summarize Internet architecture elements
- XIE5 Employ basic Web programming knowledge.
- XIE6 Employ Web administration skills to maintain a Web application.

- XIE 7 Employ Web Development knowledge
- XIE8 Employ Web programming knowledge
- XIF11 Integrate media elements.
- XIG1 Develop a test plan for the digital communication product
- XIH1 Perform quality assurance tasks to produce a quality product.
- IID2 Listen to a presentation and record important information.
- IVB1 Use information technology tools to manage and perform work responsibilities.
- IVB11 Prepare presentations for training, sales and information sharing.
- IVB12 Deliver presentations with supporting materials.
- XIH2 Perform quality assurance tasks to produce a quality product.
- XIG3 Resolve product problems
- XIF4 Create product visual design
- XIF3 Employ functional design terms and criteria.
- XIE2 Create product visual design.
- XIE1 Implement functional design criteria
- XIB3 Employ basic motion graphic programming knowledge.
- XIB2 Create product visual design
- IVB9 Prepare reports and other business communications by integrating graphics and other non-text elements.
- IVB10 Prepare complex multi-media publications.
- IVB21 Facilitate group work through instant messaging or virtual meetings.
- IA5 Use correct grammar, punctuation and terminology to write and edit documents.
- XH5 Describe virus protection procedures.
- XJ5 Compare the benefits of internal and external Web hosting.
- XIE3 Use basic Web development skills.
- XIE4 Summarize Internet architecture elements.
- XIE5 Employ basic Web programming knowledge.
- XIE6 Employ Web administration skills to maintain a Web application.

<b>Knowledge/Content</b> Students will know about....	<b>Skills/Processes</b> Students will be able to.....
<ul style="list-style-type: none"> <li>• The steps of the <b>web development process</b>.</li> <li>• The purpose of <b>storyboards</b> and <b>frameworks</b> before the creation of a website.</li> <li>• The creation of a <b>website mission statement</b>.</li> <li>• Different types of <b>navigation schemes</b> and their purpose.</li> <li>• The difference of <b>web text</b> and printed text and how it is read.</li> <li>• The use of headings and subheadings and their purpose.</li> <li>• The difference between interaction design, informational design, and presentation design work together to create a functional website.</li> <li>• Planning a layout for a website and webpage.</li> <li>• The importance of consistence in web design.</li> <li>• Software and tools that are available in order to create or enhance a website.</li> <li>• How to organize web content.</li> <li>• Using Dreamweaver to create a web page.</li> <li>• Different online designing tools.</li> <li>• Structuring, organizing, and saving files for a website and assets.</li> <li>• The basics of HTML</li> <li>• The basics in creating Cascading style sheets</li> <li>• The rules and how to use color on the web.</li> <li>• Using web standards to create a websites.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the web development process.</li> <li>• Demonstrate the ability to create a framework and storyboard.</li> <li>• Create a mission statement for a website.</li> <li>• Differentiate the different types of navigation schemes.</li> <li>• Explain how reading web text and printed text is different.</li> <li>• Demonstrate the use of headings and subheadings and explain the purpose of these.</li> <li>• Differentiate between interaction design, informational design, and presentation design work together to create a functional website.</li> <li>• Create a webpage layout</li> <li>• Explain the importance of consistence in a website.</li> <li>• Demonstrate the use of web design tools and software.</li> <li>• Explain the importance in organizing web content.</li> <li>• Demonstrate using Dreamweaver to create a webpage.</li> <li>• Demonstrate the use of online tools to create a website.</li> <li>• Demonstrate how to organize files in order for you website to be efficient.</li> <li>• Demonstrate the basic uses of HTML</li> <li>• Create a Cascading style sheets and explain their purpose.</li> <li>• Create a web page using web standards and color rules to make a good website.</li> </ul>

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**Phase IV Summative Assessment Evidence**

<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments:</b> (*identifies Performance Task)
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**Phase V Learning Plan**

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**Unit 4:  
Graphic Design and Multitmedia**

<p><b>Essential Questions:</b></p> <ul style="list-style-type: none"> <li>• How does <b>graphic design</b> affect web site design?</li> <li>• How do you use <b>Adobe Photoshop</b> to create <b>graphics</b>?</li> <li>• How do you optimize <b>images</b> and how do they impact a Web site?</li> <li>• How do you use <b>Adobe Flash</b> to create basic <b>animations</b>?</li> <li>• What is <b>multimedia</b>?</li> <li>• How can multimedia enhance a website?</li> <li>• What are different tools used to create multimedia?</li> <li>• What are the different <b>extensions</b> used to save different types of movies, graphics, and animations?</li> </ul>	<p><b>Essential Understanding:</b></p> <ul style="list-style-type: none"> <li>• Understand the Photoshop Interface</li> <li>• Acquire the tools necessary to create artifacts and graphics for Web sites</li> <li>• Understand the best methods of creating web graphics for real world applications in terms of optimization of creating small files to decrease load time</li> <li>• Understand the Adobe Flash Interface</li> <li>• Multimedia is the combined use of media, such as movies, music, images, slide shows, etc.</li> <li>• Multimedia enhances a website visually and also helps the audience with different challenges.</li> <li>• There are many tools used to create multimedia</li> <li>• There are many different extensions used to save and store file different media files.</li> </ul>
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**Curriculum Standards**

<p>IC1 Analyze data when interpreting operational documents.          XI2 Verify that software to be installed is licensed prior to performing installation.          XI3 Perform installation accurately and completely, using available resources as needed.</p>
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XI4 Resolve problems with installation if they occur.  
XI5 Perform customization as requested.  
XIB1 Implement functional design criteria.  
XIB2 Create product visual design.  
XIB3 Employ basic motion graphic programming knowledge.  
XID1 Prepare functional specifications.  
XID2 Prepare visual design specifications.  
XID3 Create final project plan.  
XIE1 Implement functional design criteria.  
XIE2 Create product visual design.  
XIE7 Select and use appropriate software tools.  
XIF13 Describe applications and services used to create rich internet applications.  
XIF14 Identify Web 2.0 solutions.  
XIG1 Develop a test plan for the digital communication product.  
XIG2 Implement a test plan for the digital communication product.  
XIG3 Resolve product problems.  
XIH2 Perform quality assurance tasks to produce a quality product.  
IA1 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.  
IA6 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.



<b>Knowledge/Content</b> Students will know about....	<b>Skills/Processes</b> Students will be able to.....
<ul style="list-style-type: none"> <li>• The Adobe Photoshop Interface</li> <li>• The tools necessary to create graphics using Adobe Photoshop.</li> <li>• The methods of creating web graphics.</li> <li>• Creating graphics to use the optimal space and load time on a website.</li> <li>• The Adobe Flash Interface</li> <li>• Creating a basic animation using Adobe Flash</li> <li>• The different types of multimedia.</li> <li>• How multimedia enhances a website.</li> <li>• Using multimedia to give assistance for challenged audiences.</li> <li>• There are many tools used to create multimedia</li> </ul>	<ul style="list-style-type: none"> <li>• Navigate the Adobe Photoshop Interface</li> <li>• Identify the tools of the Adobe Photoshop program and use them to create or enhance an image.</li> <li>• Create and save images to optimize space and load time.</li> <li>• Create a variety of different types of images and different file extensions</li> <li>• Compare and make judgments as to the best methods of creating web graphics</li> <li>• Navigate Adobe Flash Interface</li> <li>• Use Adobe flash to create basic animations using flash</li> <li>• Explain different multimedia that can be used to enhance a website.</li> <li>• Create and enhance different forms of multimedia.</li> <li>• Use multimedia to enhance a website.</li> <li>• Develop multimedia to help challenged audiences use a website.</li> </ul>
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<b>Phase IV Summative Assessment Evidence</b>	
<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments: (*identifies Performance Task)</b>

## Phase V Learning Plan

### Unit 5:

### Customer Service and Project Management in Web Design

#### Essential Questions:

- How does one create a **client** website development and **production** plan?
- How does one identify the client's goals, design and **technical requirements** and main content?
- How does one communicate effectively to create and implement the client's desired website?
- How does the student **synthesize** information from client interviews and **feedback** to create the desired website?
- What are the **project management** skills required to develop a website for a client?
- What are the website testing procedures?

#### Essential Understanding:

- Understand the client's needs and requirements
- Define a design and plan for the client's website project
- Define technical requirements for the client's website
- Gather content from the client for their website
- Work collaboratively with the client to build their website
- Revise the site based on the Client's feedback
- Test the site
- Produce a site that the client can upload to the Internet

#### Curriculum Standards

IID1 Use Correct Grammar

IID2 Listen to a presentation and record important information. Report back identifying central themes and use key points to explain how the message applies to a similar situation.

IIC1 Apply factors and strategies for communicating with a diverse workforce.

IIC2 Demonstrate ability to communicate and resolve conflicts within a diverse workforce.

IIE1 Schedule customer appointments.

IIE2 Document results of customer appointments.

IIIA1 Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).

IIIA3 Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.

IIIA4 Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.  
 IVB1 Use information technology tools to manage and perform work responsibilities.  
 IVB2 Use email to share files and documents.  
 IVA1 Manage personal schedules and contact information.  
 IVA2 Create memos and notes.  
 IVB4 Use email to communicate within and across organizations.  
 IVB Prepare simple documents and other business communications.  
 XII1 Analyze Software technical support needs.  
 XII2 Employ customer service techniques and strategies  
 XII3 Perform Product maintenance activities.  
 IA3 Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.  
 IA7 Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.  
 IIB1 Interpret a given verbal message/information.  
 IIB2 Respond with restatement and clarification techniques to clarify information.  
 IIB3 Model behaviors that demonstrate active listening.  
 XI6 Document procedures, using clear and effective notes, for future use.  
 XIA1 Participate in iterative development with clients and team members.  
 XIA Analyze Usability and Accessibility as it pertains to customer needs.  
 XIC1 Gather data to identify customer requirements.  
 XIC2 Collect requirements data from customers and competing Web sites.  
 XIC3 Evaluate requirements data that has been collected.  
 XIC4 Demonstrate how to create and receive approval for a Web site plan.  
 XIC5 Convey technical concepts from Web design to a non-technical audience.  
 XID4 Define scope of work to meet customer requirements.  
 XIF1 Produce a digital communication product as member of a development team.  
 XIF5 Produce content for a digital communication product.  
 XIF11 Integrate media elements.  
 IVB11 Prepare presentations for training, sales and information sharing.  
 IVB12 Deliver presentations with supporting materials.  
 IVB26 Use installation and operation manuals.  
 IVB25 Operate computer driven equipment and machines.  
 XB3 Develop timelines using time management knowledge and skills.

<b>Knowledge/Content</b> Students will know about....	<b>Skills/Processes</b> Students will be able to.....
<ul style="list-style-type: none"> <li>• How to identify client’s requirements and needs for a website.</li> <li>• Reviewing the needs and technical requirements with a client.</li> <li>• Creating flow charts, storyboards, and</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the client’s requirements and website needs.</li> <li>• Review the client’s needs and examine the technical requirements for their website.</li> <li>• Explain which technologies they will use to</li> </ul>

<p>wireframes for client’s review and approval.</p> <ul style="list-style-type: none"> <li>• How to present designs to a client and listen to feedback from client and redesigning if needed.</li> <li>• Giving client’s updates on the development of their site.</li> <li>• Developing the website to the client’s specifications.</li> <li>• Testing a Website.</li> <li>• Presenting a final product to a client.</li> </ul>	<p>produce the site.</p> <ul style="list-style-type: none"> <li>• Create flow charts, storyboards, wireframes, and technologies they will use for their clients review.</li> <li>• Present designs to the client and actively listen to the client feedback, and if needed redesign the site to the client’s specifications.</li> <li>• Revise design comps and present final comps to clients</li> <li>• Build the website to their client’s specifications.</li> <li>• Conduct technical testing on the client’s website and compile a bug list.</li> <li>• Present the final website to the client for upload.</li> <li>• Evaluate any feedback given from a client.</li> </ul>
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**Phase III Textbook/Materials**

Adobe Design Premium 5.5 Software  
The Web Collection- Premium Edition – Sherry Bishop, Jim Shuman, Elizabeth Eisner Reding

**Phase IV Summative Assessment Evidence**

<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments: (*identifies Performance Task)</b>
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**Phase V Learning Plan**

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## Unit: Employability Skills

### Essential Questions:

- What do you need to do in order to meet your **career goals**?
- What is a **Resume, Cover Letter, and Portfolio**?
- What is an **Interview** and how do you prepare?
- What are the steps in completing a **job application**?
- What should you include in a **career portfolio**?
- Why is a career portfolio important?

### Essential Understanding:

- There are different levels of experience and education needed for different careers.
- Cover Letters and Resumes are advertisements of a person's professional experiences, awards, and education.
- Portfolios are visuals of things you have accomplished that can be shown to potential employers.
- Job Applications should be completed very carefully.
- You should include anything in your career portfolio that would show you have great employability skills or career based skills.
- A career portfolio is important because it shows evidence of all of your personal achievements.

## Curriculum Standards

IXA1 Know and understand the importance of employability skills.

IXA2 Manage resources in relation to the position.

IXB1 Develop a personal career plan to meet career goals and objectives.

IXB2 Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.

IXB3 Recognize and act upon requirements for career advancement to plan for continuing education and training.

IXB4 Continue professional development to keep current on relevant trends and information within the industry.

IXB5 Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements.

IXB6 Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning.

IXC1 Use multiple resources to locate job opportunities.

IXC2 Prepare a résumé.

IXC3 Prepare a letter of application.

IXC4 Complete an employment application.

IXC5 Interview for employment.

IXC6 List the standards and qualifications that must be met in order to enter a given industry.

IXC7 Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer.

IXC8 Maintain a career portfolio to document knowledge, skills and experience in a career field.

IXC9 Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.

IXC10 Identify and exhibit traits for retaining employment to maintain employment once secured.

<b>Knowledge/Content</b> Students will know about....	<b>Skills/Processes</b> Students will be able to.....
<ul style="list-style-type: none"> <li>• Steps in order to meet your career goals.</li> <li>• Writing a cover letter, resume, and filling out an application.</li> <li>• Preparing for a job interview.</li> <li>• A career portfolio and what is included</li> <li>• The importance of a career portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain how they are going to reach their career goals.</li> <li>• Create a Resume, Cover Letter, and Portfolio.</li> <li>• Prepare for an interview</li> <li>• Complete a job application.</li> </ul>

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**Phase V Learning Plan**