



Online Courses for High School Students
1-888-972-6237

Web Design II

Course Description: Web Design 2 provides advance concepts for Web Design. The design and construction of a Web site is compared with the design and construction of a building. Using this motif, students storyboard, design and develop multimedia Web sites using Macromedia Studio MX 2004.

Scope & Sequence:

Module 1: Plan the design. The process of planning the design of a building will be related to the process of designing a Web site. Students will storyboard their ideas just as a building designer would draw a blueprint. Students will consider the look and function of the building/Web site. Consider to whom it will appeal...is this our target population?

Module 2: Preconstruction. This module includes locating a site (property/server space), appropriate materials and resources needed for the job. Discussion of industry standards and codes.

Module 3: The Ground Floor and Navigating the Building. In this module students will explore navigation. How does one know what's on what floor? The building index is related to the Web site's index page and site map. Moving around in a building usually requires stairs (similar to next and previous buttons) or an elevator (similar to links that allow you to "jump" directly to the desired page).

Module 4: Access for all. ADA compliance: Construction projects require modifications for those with disabilities and Web sites have similar requirements.

Module 5: Tailoring for the tenants/clients (consistency?). Discussion of how each floor of the building will have a similar layout. The customization will come with purpose of the offices/tenants' needs. Web designers use templates and style sheets to maintain consistency of pages within a site. Then each page is customized to meet it's desired function.

Module 6: Security. Explore ways of securing your site and data from hackers, viruses, etc.

Module 7: Furnishings. We have the building shell but need to "decorate" with photos, artwork, etc. Just as a decorator wouldn't simply take images from a gallery without purchasing them, students will learn the legalities of using images they find online or in CD galleries.

Module 8: The Penthouse Suite: Add the luxury...Flash interactions and other "fluff" (video, audio, animation)

Module 9: Maintenance. The building/site is complete but the work doesn't end here. Maintaining the building/site is critical to keeping it in tip-top shape.

Module 10: Building Inspections/Codes: Final project...Before your building or site can be considered complete, it must pass inspection and adhere to proper codes, check for accuracy and validity. Students will finalize their portfolio Web site project using a checklist to verify that all requirements have been met. The teacher will serve as "inspector" to verify compliance. Just as a builder would have to correct any problems before receiving the Certificate of Occupancy, the Web Design student will have to correct problems to receive course.

Course Objectives:

- **Participate in Work-Based Learning**
- **Participate in work-based learning experiences in a Web design services environment.**
- **Discuss the use of technology in a Web design services environment.**
- **Compare and contrast the software applications used in a Web design services environment.**
- **Demonstrate Proficiency Using HTML Commands**
- **Use advanced storyboarding and organization for Web site design.**
- **Develop, integrate, and apply the use of frames in Web site design (e.g., simple and complex framesets).**
- **Develop, integrate, and apply the use of client-side image maps in Web site design.**
- **Develop, integrate, and apply the use of forms in Web site design.**
- **Develop, integrate, and apply HTML codes for search engines (e.g., META tags).**
- **Use advanced functions of HTML editors and converters.**
- **Explore and integrate new HTML tags as they are developed.**
- **Compare and contrast WYSIWYG editors.**
- **Compare and contrast HTML editors.**

- **Demonstrate Proficiency in Page Design Applicable to the WWW**
- **Embed video files into Web page designs.**
- **Embed audio files into Web page designs.**
- **Embed animation files into Web page designs.**
- **Use a team approach for Web project design.**
- **Identify design strategies to reach and keep your audience.**
- **Determine the objectives and the audience of Web sites.**
- **Create storyboards of Web sites.**
- **Create maps of index pages.**
- **Use style sheets for consistent Web site design.**
- **Create images for Web sites using digital imaging software.**
- **Edit images using appropriate software.**
- **Identify and create low-bandwidth graphic file types (e.g., transparent images, filters).**
- **Create buttons for Web sites.**
- **Format text for Web sites (e.g., font families, sizes).**
- **Format online images for Web sites.**
- **Create links to external images.**
- **Optimize page size for effective downloading to browsers.**
- **Build Web sites for publication using conventional file name structures.**
- **Edit and test Web sites for accuracy and validity.**
- **Compare and contrast appropriate design elements of various industries.**
- **Develop an awareness of Internet tools**
- **Demonstrate the use of various software components used on the Internet (e.g., browser software with plug-ins).**
- **Configure a browser for use with a plug-in.**
- **Summarize the features of various plug-ins.**