Web Publishing 1 Overview

Content Area: **Technology Literacy**
Course(s): **WEB PUBLISHING I**
Time Period:
Length: **45 Days**
Status: **Published**

Cover

Course Overview

COURSE DESCRIPTION

This course prepares students for creating and managing websites, using the latest software and techniques available. Students learn how to create Web pages, add and format content, incorporate images and create hypertext links between and within pages. Practical uses include publishing student and club newsletters, art projects, poetry, school-wide news and developing student multimedia portfolios.

COURSE SCOPE AND SEQUENCE

Sequential Unit Description	Other Pacing Guide References	Proficiency (Summative) Assessments
Unit 1		
Introduction to Course - Basic concepts of the internet and how web sites work - Understand client vs. server relationships - Understand IP Addresses, DNS, and URL relations - Understand how web sites are constructed	1 week	- Unit Quiz – Introduction - Check to see proper creation of folders on network drive.
Unit 2		
Basic HTML - HTML Structure - Definition of the Web & web site - Creating a HTML page in notepad - Intro to Adobe Dreamweaver - Basic HTML formatting	1 week	- Creating a HTML page using notepad - Completion of Web Ideas page using basic formatting - Unit quiz
Unit 3		
Pathnames - Relative vs. Absolute pathnames - Creating links - Link attributes	1 week	- Successful completion of linked page - Unit quiz
Unit 4	2 weeks	Completion of image

Images and Buttons

- Understanding different image formats

- Saving images for the web

- Creating buttons

- Creating image maps

Unit 5

Tables

- Basic HTML table structure

- Table attributes

- Row and Column spans

1 week

Unit 6

Cascading Style Sheets

- CSS properties & formatting

- Tag-level CSS

- Page-level CSS

- Site-level CSS

- Formatting background images

1 weeks

Unit 7

Home Page Design

- Concept of User Centered Design

- Master layout grids

- Navigation

- Logo Creation

1 weeks

Unit 8

Final Site Project

3 weeks

comparison activity

- Creation of image map

- Creation of linked buttons

- Unit Quiz

- Practice table activity

- Home page layout in table

- Using tag-level to style site

- Using page level to add background

- Using site-level to style note site index.

- Style Guide worksheets

- Creation of Logo

- Completion of basic web site home page and outline of sub

- Web site construction
- Use of style sheets
- Sub-page creation

pages using all skills taught in class.

CONTENT FOCUS AREA AND COURSE NAME

Course Name: Introduction to Web Publishing #1302

Course Number	School Numbers	Course Level	Grads(s)	Credits	Min. Per Week	Elective/Required	Initial Course Adopted
1302	050	S	10-12	1.25	210	E	11/20/97

Textbooks and Other Resources

Software:

Adobe Dreamweaver

Microsoft Word

Adobe PhotoShop

Online website resources:

http://www.w3schools.com – used as reference for HTML and CSS tags and formatting.

http://www.webstyleguide.com – used for student research into proper website design.

Standards

12.9.3.IT.1	Demonstrate effective professional communication skills and practices that enable positive customer relationships.
12.9.3.IT.2	Use product or service design processes and guidelines to produce a quality information technology (IT) product or service.
12.9.3.IT.4	Demonstrate positive cyber citizenry by applying industry accepted ethical practices and behaviors.

12.9.3.IT.5	Explain the implications of IT on business development.
12.9.3.IT-PRG.2	Demonstrate the use of industry standard strategies and project planning to meet customer specifications.
12.9.3.IT-PRG.4	Demonstrate the effective use of software development tools to develop software applications.
12.9.3.IT-PRG.5	Apply an appropriate software development process to design a software application.
12.9.3.IT-PRG.6	Program a computer application using the appropriate programming language.
12.9.3.IT-PRG.7	Demonstrate software testing procedures to ensure quality products.
12.9.3.IT-WD.1	Analyze customer requirements to design and develop a Web or digital communication product.
12.9.3.IT-WD.2	Apply the design and development process to produce user-focused Web and digital communications solutions.
12.9.3.IT-WD.3	Write product specifications that define the scope of work aligned to customer requirements.
12.9.3.IT-WD.4	Demonstrate the effective use of tools for digital communication production, development and project management.
12.9.3.IT-WD.5	Develop, administer and maintain Web applications.
12.9.3.IT-WD.6	Design, create and publish a digital communication product based on customer needs.
12.9.3.IT-WD.7	Evaluate the functionality of a digital communication product using industry accepted techniques and metrics.
12.9.3.IT-WD.8	Implement quality assurance processes to deliver quality digital communication products and services.
12.9.3.IT-WD.9	Perform maintenance and customer support functions for digital communication products.
12.9.3.IT-WD.10	Comply with intellectual property laws, copyright laws and ethical practices when creating Web/digital communications.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.

Grading and Evaluation Guidelines

GRADING PROCEDURES

In terms of proficiency level the East Brunswick grades equate to:

A   Excellent - Advanced Proficient

B   Good Above Average - Proficient

C   Fair - Proficient

D   Poor - Minimally proficient

F   Failing - Partially Proficient

COURSE EVALUATION

Each quarter students will be evaluated with tests and programming assignments using a total point basis to determine the quarter average. The semester/course average will be a weighted average of the 2 quarter averages (40% each) and a final exam (20%); in a full year course, each quarter is worth 20% of a student's final grade and each exam (midterm & final) is worth 10% of the student's final grade.

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.

Other Details

10201 Web Page Design

Web Page Design courses teach students how to design web sites by introducing them to and refining their knowledge of site planning, page layout, graphic design, and the use of markup languages—such as Extensible Hypertext Markup, JavaScript, Dynamic HTML, and Document Object Model—to develop and maintain a web page. These courses may also cover security and privacy issues, copyright infringement, trademarks, and other legal issues relating to the use of the Internet. Advanced topics may include the use of forms and scripts for database access, transfer methods, and networking fundamentals.