

# Syllabus\*

Ridge View High School  
Columbia, South Carolina

## WEB PAGE DESIGN AND DEVELOPMENT 2 COURSE CODE: 5033

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**COURSE DESCRIPTION:** This course is designed to provide the student with the knowledge and skills needed to design Web pages. Students will develop skills in designing, implementing, and maintaining a Web site using authoring tools. Students will take the Adobe Certified Associate Exam at the end of this course.

**NOTE:** Web pages created by students in this course will not be published without following school and / or district guidelines.

**OBJECTIVE:** Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following core standards for a course that grants one-half unit of credit.

**COMPUTER AND INTERNET USAGE WILL BE REQUIRED TO COMPLETE THIS COURSE. AUTHORIZED USE POLICY MUST BE SIGNED AND ON FILE IN CLASSROOM AND IN MEDIA CENTER.**

**PREREQUISITE(S):** Keyboarding (or documented equivalent skills) and Computer Applications or Integrated Business Applications.

**CREDIT:** 1 unit

### A. SAFETY

**The student will be able to:**

1. Identify good work attitudes that affect safety on the job.
2. Identify the major causes of work-related accidents in the office.
3. Demonstrate knowledge of an emergency plan.
4. Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with a virus attack.
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### B. THE INTERNET

**The student will be able to:**

1. Define the World Wide Web (i.e., functions, standards, underlying technologies, and culture).
2. Identify and use browsers.
3. Use search engines and advanced search strategies to locate essential information and perform necessary tasks.
4. Discuss Internet communications concepts to include e-mail, file transfer, attachments, discussion groups, and communities.

5. Discuss and list negative social issues related to use of the Internet.
6. Discuss issues of privacy, encryption, censorship, and protectionism.
7. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
8. Identify Internet etiquette.
9. Differentiate between freeware, shareware, and public domain software copyrights.
10. Locate Web sites that allow for downloading of free sounds, videos, animation graphics, and clip art.
11. Create bookmark folders using file management procedures.
12. Download free sounds, videos, clipart, and animation graphics from the Internet.
13. Evaluate Web sites using design criteria.

### **C. WEB PAGE DESIGN**

#### **The student will be able to:**

1. Define Web page terminology.
2. Identify basic uses of Web sites in business, industry, government, and education.
3. Determine the purpose of a Web page.
4. Plan and design a Web site using accepted Web page format.
5. Locate resources, hypertext, and external links to incorporate in a Web page.
6. Create a simple Web page using a template, wizard, or text editor.
7. Open the Web page using a browser, and evaluate the source code.
8. Test the Web page using different browsers.

### **D. HTML**

#### **The student will be able to:**

1. Define HTML standard codes.
2. Identify and use basic HTML tags.
3. Use HTML tags to produce a Web page using a text editor.
4. Insert graphic and sound files into a Web page.
5. Use HTML to create visual enhancements such as background color, effective use of space, font formats, styles, etc.

### **E. ADVANCED HTML TOOLS**

#### **The student will be able to:**

1. Define and state the purpose of advanced HTML tools such as tables, forms, frames, animation, cascading style sheets, etc.
2. Create and test an HTML document that displays two or more HTML files.
3. Create and test an HTML document that uses tables to organize and display information.
4. Create and test an HTML document that contains a form with text boxes, option buttons, and check boxes.
5. Develop a Web-based resource directory of sites that instruct and support users of advanced HTML tools.
6. Analyze and modify HTML coding.

### **F. IMPLEMENTING AND MAINTAINING WEB PAGES**

#### **The student will be able to:**

1. Define terminology associated with implementing and maintaining a Web page such as posting, hosting, uploading, Web server, Web server software, Hypertext Transfer Protocol (HTTP), Web designer, Webmaster, File Transfer Protocol (FTP), domain name, INterNIC, etc.

2. Explain the domain naming system.
3. Develop a plan for uploading a Web page.
4. Identify and describe various methods of publicizing and promoting a new Web page including e-mail, print media, search engines and directories, meta tags, head tags, links from other sites, etc.
5. Identify and describe the tasks performed by a Web designer.
6. Identify and describe the major features of an effective Web page tracking system.

#### **G. ADVANCED WEB DEVELOPMENT**

##### **The student will be able to:**

1. Identify MIME (content) types.
2. Discuss Web site server security.
3. Describe Internet naming conventions (DNS).
4. Identify accessibility issues (browser, ADA, etc.).
5. Test and validate Web sites.
6. Set up and administer a Web server.

**Note\*** The instructor reserves the right to change or alter this document as needed.

#### **INSTRUCTIONAL MATERIALS, SUPPLIES, AND EQUIPMENT:**

All books and equipment are provided by the instructor. Students are required to provide paper, pencil, pen, 3-Ring Binder, and 5 floppy disks or flash (jump) drive.

#### **REQUIRED TEXTBOOKS / INSTRUCTIONAL MATERIAL:**

Dharkar Anuja, Pickle Skipper. Macromedia Studio 8 Step-by-Step  
1<sup>st</sup> Ed. Course Technology, Boston, Massachusetts 2006

Other Reference materials may be utilized during this course.

**EVALUATION SYSTEM:** Students will be given five (5) minutes to calculate and record his/her class average and attendance each Friday and will be graded using the following criteria each grading period:

**“Students will be held to the Academic Integrity policy of Richland District II.”**

**Homework = 10%** (includes Students' Notebook and Review Questions.)

**Daily Grade = 10%** to include:

- a. Attendance
- b. Participation
  1. Includes bringing required supplies to class each day.
- c. Safety
- d. Leadership
- e. Self-control

**Quizzes = 15%**

**Tests = 35%**

**Hands-On Projects = 30%.** Each hands-on activity is graded on the following criteria:

- a. Safety
- b. Preparation
- c. Logical Sequence
- d. Workmanship

**Semester Examination = 20% of Semester Grade**

**ALL WRITTEN TESTS MUST BE PASSED WITH 70% ACCURACY.**

Students who score below 70% will be allowed to re-test after a 24 hour waiting period. All re-tests will be taken on the student's time ( i.e. lunch time, before school, or at a time set up by the instructor).

**GRADING CRITERIA:**

**A = 100 – 93**

**B = 92 – 85**

**C = 84 – 77**

**D = 76 – 70**

**F = 69 or below**

**CLASSROOM RULES:**

1. Enter the classroom quietly before the tardy bell rings.
2. Begin working on class assignments when you enter classroom.
3. Do not sit on top of tables, desks, or AC Unit.
4. Bring all required class materials (i.e., paper, pencil) to class everyday.
5. Only one student may leave the classroom at any time during class.
6. No Food or Drinks are allowed.
7. No horse-playing is allowed.
8. Do not energize any equipment without permission.
9. You are responsible for cleaning up after yourself.
10. Listen to the teacher and follow his instructions.

**PENALTIES FOR VIOLATING CLASS RULES :**

**Rule 1**

- First Offense: Oral Warning

- Second Offense: Tardy Issued
- Third Offense: Tardy Issued / Conference with Parents

#### Rules 2, 3, 4, & 9

- First Offense: Oral Warning
- Second Offense: Conference with Parents
- Third Offense: Discipline Referral

#### Rule 5

Students may only leave the classroom in case of an emergency. If the student leaves the classroom without permission or goes anywhere except to the destination where permission was granted, the student will be referred to an Administrator.

#### Rules 6, 7, & 8

- First Offense: Conference with Parents and Administration Notified
- Second Offense: Discipline Referral
- Third Offense: Discipline Referral

#### Rule 10 - Covers all rules not previously listed.

- First Offense: Conference with student
- Second Offense: Conference with Parents and Administration
- Third Offense: Discipline Referral

# COURSE OUTLINE & SEQUENCE

Note\* Students who take and successfully complete the Adobe Certified Associate Exam will receive a 100 % for their course grade.

## Unit 1

### *Macromedia Dreamweaver 8*

#### OBJECTIVES

- Follow a design document to create a small personal Web site.
- Follow a design document to create pages in a large commercial Web site.
- Implement others' designs by assembling page elements in Dreamweaver.
- Learn collaboration techniques for working with others on a Web site.
- Verify that a Web site meets guidelines for best practices.

## Project 1

### *Personal Web Site*

#### PROJECT OBJECTIVES

- Define a new Web site in Dreamweaver.
  - Create a new Web page and set its document properties.
  - Create and format text.
  - Use heading styles and lists.
  - Create a new style sheet.
  - Add images to a Web page and set the image properties.
  - Edit an image from within Dreamweaver.
  - Create an image map.
  - Use hyperlinks to connect documents.
1. Read and complete all procedures on pages 3 through 76
  2. Complete Activity 1 on pages 77 through 79.
  3. Complete Activity 2 on pages 79 and 80.
  4. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
  5. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Project 2

### *Banking Site*

#### PROJECT OBJECTIVES

- Create a table.

- Modify table properties, including the properties of table rows and cells.
- Import data from a spreadsheet into a Web page.
- Attach and detach external style sheets.
- Use div tags to lay out a Web page.
- Create a Dreamweaver template.
- Create a new Web page from a Dreamweaver template.
- Update a Dreamweaver template.
- Update an image in Fireworks from within Dreamweaver.
- Insert a Flash movie on a Web page.
- Update a Flash movie from within Dreamweaver.
- Insert Flash Video on a Web page.

1. Read and complete all procedures on pages 81 through 136
2. Complete Activity 1 on page 137.
3. Complete Activity 2 on pages 137 and 140.
4. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
5. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Project 3

### *Local Caterer Web Site*

#### PROJECT OBJECTIVES

- Publish to a remote server.
- Download and upload files to and from a remote Web site.
- Use the Dreamweaver Check In/Check Out system.
- Run site reports in Dreamweaver.
- Check spelling on a Web page.
- Add keywords to a page.
- Check a site for broken links and orphaned files.
- Move or rename a Web file.

1. Read and complete all procedures on pages 141 through 168.
2. Complete Activity 1 on page 169.
3. Complete Activity 2 on page 169.
4. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
5. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Unit 2

### *Macromedia Fireworks 8*

#### OBJECTIVES

- Follow a design document to prepare images for inclusion in a Web page.

- Run a batch process to prepare multiple images in one step.
- Use Web site specifications to draw logo images.
- Use Web site design criteria to define effects and blends.
- Integrate text and drawn images to generate a design described in Web site specifications.
- Use the Web site design document to generate a page comp and define elements of a navigation bar.
- Use the Web site design document to define colors and fonts of a page and a navigation bar.
- Generate and save a page comp.
- Build, optimize, and export a navigation bar for use in a Web site.

# Project 1

## *Pictures for a Web Site*

### PROJECT OBJECTIVES

- Open an image.
- Save an image.
- Resize an image.
- Add a border to an image.
- Add a drop shadow to an image.
- Create white space by using an object behind an image.
- Trim the canvas around an image.
- Optimize an image.
- Store a set of actions on an image as a reusable command.
- Apply batch processing to images by using stored commands.

1. Read and complete all procedures on pages 3 through 49.
2. Complete Activity 1 on page 51.
3. Complete Activity 2 on page 51.
4. Complete Activity 3 on page 51.
5. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
6. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

# Project 2

## *Experience Bank Logo*

### PROJECT OBJECTIVES

- Set up a new document.
- Use grids to align image elements.
- Draw and edit images by using a Pen tool.
- Select and modify images by using selection tools.
- Apply gradient and drop shadow effects.
- Copy and paste objects.

- Use transformation tools to rotate objects.
- Use alignment tools to position objects.
- Adjust a drop shadow effect.
- Group objects to create a single image.
- Create text and modify its properties.
- Position text.
- Apply and modify gradients on text.
- Apply drop shadow effects to text.
- Group and resize an image.
- Optimize and export an image.

1. Read and complete all procedures on pages 53 through 86.
2. Complete Activity 1 on page 87.
3. Complete Activity 2 on page 88.
4. Complete Activity 3 on page 89.
5. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
6. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Project 3

### *Page Layout and Navigation Bar for a Web Site*

#### PROJECT OBJECTIVES

- Lay out Web pages.
- Create layers.
- Group and ungroup objects.
- Create and edit buttons for navigation.
- Apply effects to buttons.
- Copy and paste a navigation bar into a new document.
- Optimize a navigation bar.
- Export a navigation bar.

1. Read and complete all procedures on pages 91 through 132.
2. Complete Activity 1 on pages 133 and 134.
3. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
4. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Unit 3

### *Macromedia Flash 8*

#### OBJECTIVES

- Follow a design document and storyboard to define the properties of an animated billboard.
- Draw and animate simple shapes and text to create an animated billboard for a Web site.
- Follow a design document and storyboard to produce an online documentary.

- Use Flash to simulate film-style techniques and effects to tell a story.
- Create user-friendly navigation and features that provide ongoing feedback and put the audience in control of their online experience.
- Follow a design document and storyboard to produce an online gallery of video clips.
- Create Flash Video (FLV) files and prepare video for display on the Web.
- Learn methods for improving Flash performance by storing and accessing content outside the main FLA document.
- Ensure that your Flash documents are readable, usable, and accessible for the entire target audience.

# Project 1

## *Animated Billboard*

### PROJECT OBJECTIVES

- Create a new Flash document.
  - Use the Flash drawing tools.
  - Create text and basic shapes.
  - Work with symbol instances and the library.
  - Animate shapes, symbols, and text.
  - Make a Flash document accessible.
  - Publish Flash content for the Web.
1. Read and complete all procedures on pages 3 through 92.
  2. Complete Activity 1 on pages 93 through 96.
  3. Complete Activity 2 on pages 96 and 97.
  4. Complete Activity 3 on pages 98 and 99.
  5. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
  6. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

# Project 2

## *Digital Documentary*

### PROJECT OBJECTIVES

- Use guides and rulers for precise page layout.
- Import bitmap images.
- Convert a bitmap image to a vector drawing.
- Create film-style effects by using motion tweens.
- Add sound and adjust sound properties.
- Apply graphic filters.
- Create and modify buttons.
- Add ActionScript to buttons for navigation.
- Organize a Flash document by using folders.

- Test the performance and usability of a Flash document.
- Create and apply a mask.
- Make rich media content accessible.

1. Read and complete all procedures on pages 101 through 232.
2. Complete Activity 1 on pages 233 and 234.
3. Complete Activity 2 on page 234.
4. Complete Activity 3 on pages 235 and 236.
5. Complete Activity 4 on pages 236 and 237.
6. Complete Activity 5 on pages 237 and 238.
7. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
8. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Project 3

### *Video Gallery*

#### PROJECT OBJECTIVES

- Encode Flash Video (FLV) files for the Web.
- Use guides to create page structure and balance.
- Create thumbnail buttons.
- Format text.
- Check spelling of a Flash document.
- Create external links.
- Use ActionScript to load and display content stored outside the main Flash document.
- Use ActionScript to display text dynamically.
- Expose and hide content for screen readers.
- Perform a technical test of a Flash document.
- Select publish settings and publish a document.

1. Read and complete all procedures on pages 239 through 313.
2. Complete Activity 1 on pages 315 and 316.
3. Complete Activity 2 on pages 317 through 319.
4. Complete Activity 3 on pages 319 through 322.
5. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
6. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

## Unit 4

### *Macromedia Contribute 3*

#### OBJECTIVES

- Explore the Contribute interface and workflow process.
- Understand Web site connections.
- Edit existing content on a page.

- Add content and images to a page.
- Organize content on a page using tables and lists.
- Link content to pages inside and outside the site.
- Build on a Web site by adding new pages and FlashPaper documents.
- Review and publish content.

# Project 1

## *Course Web Site*

### PROJECT OBJECTIVES

- Set up a connection to a Web site.
  - Add bookmarks.
  - Browse to, open, and edit Web pages.
  - Modify a Web page title.
  - Insert and edit images.
  - Insert and modify tables and lists.
  - Publish pages.
1. Read and complete all procedures on pages 3 through 38.
  2. Complete Activity 1 on pages 39 and 40.
  3. Complete Activity 2 on pages 40 and 41.
  4. Complete Activity 3 on pages 41 and 42.
  5. Complete Activity 4 on pages 42 and 43.
  6. Complete Activity 5 on pages 43 through 45.
  7. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
  8. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_

# Project 2

## *Electronic Portfolios*

### PROJECT OBJECTIVES

- Create links to existing pages.
  - Create e-mail links.
  - Create links to outside pages.
  - Copy existing pages to create new pages.
  - Create new pages from templates.
  - Produce and insert FlashPaper documents.
  - Send pages for review.
  - Track drafts with the Draft Console.
1. Read and complete all procedures on pages 47 through 80.
  2. Complete Activity 1 on pages 81 and 82.

3. Complete Activity 2 on page 82.
4. Complete Activity 3 on page 83.
5. Complete Activity 4 on pages 43 and 84.
6. Successfully complete Quiz with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_
7. Successfully complete Test with a 70% or better. Score: \_\_\_\_\_ Date Taken: \_\_\_\_\_