

**COURSE OUTLINE****Course:** 50231 WEB PAGE DESIGN**Total Course Hours:** 540.00**CBEDS Title:** TELECOMMUNICATIONS**CBEDS #:** 4633**Job Title(s):**

Web Master, Web Designer, Junior Web Designer, Programmer

**Prerequisites:****Course Description:**

Students will learn to create web pages that contain information in the form of text, graphics, animation and video. Web pages can serve any communicative purpose. The information contained in them can be any imaginable sort and may contain "links", special hypertext or icons that, when clicked on with a computers mouse, transport the reader to a related page or a different web site altogether. Web Page Designers start with information or data to be published on the World Wide Web. Integrated throughout the course are Academic and CTE standards, which include safety, communication, technology, ethics, career planning and other employability skills.

Hours	
Class	OJT

**Occupational Competencies**

**1-7 on the Course Outline are generic to all BVROP courses and include the BVROP Student Outcomes**

3.00		<b>1 <u>ORIENTATION</u></b>
		<ul style="list-style-type: none"> <li>A Identifies and discusses course objectives and competencies.</li> <li>B Discusses ROP Student Outcomes.</li> <li>C Explains class attendance and behavior objectives.</li> </ul>
3.00		<b>2 <u>HEALTH, SAFETY AND ENVIRONMENTAL MANAGEMENT</u></b>
		<ul style="list-style-type: none"> <li>A Describes accident procedure.</li> <li>B Demonstrates appropriate safety practices (e.g. bending, lifting, etc.).</li> <li>C Demonstrates knowledge of classroom procedures and drills (e.g. earthquake, fire and emergency).</li> <li>D Applies sound ergonomic principles in operating computer equipment.</li> </ul>
3.00		<b>3 <u>ETHICS AND LEGAL RESPONSIBILITIES</u></b>
		<ul style="list-style-type: none"> <li>A Defines sexual harassment and discusses tactics for handling harassment situations.</li> <li>B Applies appropriate workplace behavior and standards.</li> <li>C Understands the importance of ethics in information technology fields.</li> <li>D Understands that copyright violations are theft and distinguish copyright violations in a variety of situations.</li> <li>E Distinguishes between first amendment freedoms and access to information.</li> </ul>
3.00		<b>4 <u>LEADERSHIP AND TEAMWORK</u></b>
		<ul style="list-style-type: none"> <li>A Describes the characteristics and benefits of teamwork and leadership.</li> <li>B Demonstrates ability to make appropriate decisions.</li> <li>C Works well with others and gives/takes constructive criticism.</li> </ul>

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15.00		<p><b>5 <u>CAREER PLANNING</u></b></p> <p><b>A</b> Prepares a finished, professional portfolio showing the best work that has been completed during the class.</p> <p><b>B</b> Locates job opportunities through the use of want-ads and placement agencies.</p> <p><b>C</b> Visits at least one facility related to area of training and observes jobs performed.</p> <p><b>D</b> Completes a job application correctly.</p> <p><b>E</b> Prepares for and critiques a simulated employment interview.</p> <p><b>F</b> Discusses employee benefits and rights as related to the specific occupational job area including gender equity and equal opportunity.</p> <p><b>G</b> Identifies acceptable procedures to leave a job.</p> <p><b>H</b> Applies for a scholarship.</p> <p><b>I</b> Completes a professional resume.</p> <p><b>J</b> Demonstrates appropriate personal grooming and dress.</p>
3.00		<p><b>6 <u>COMMUNICATION</u></b></p> <p><b>A</b> Uses effective workplace conversation.</p> <p><b>B</b> Reads and interprets written information and directions.</p> <p><b>C</b> Practices various forms of written communication appropriate to the occupation.</p>
5.00		<p><b>7 <u>STUDENT OUTCOMES</u></b></p> <p><b>A</b> Demonstrates Occupational Specific, Communication and Critical Thinking Skills</p> <p><b>B</b> Demonstrates Responsible Work Ethics</p> <p><b>C</b> Demonstrates Career/Employment Literacy</p> <p><b>D</b> Demonstrates Effective Use of Technology</p>
30.00		<p><b>8 <u>BASIC HARDWARE</u></b></p> <p><b>A</b> Demonstrates basic equipment operation and terminology</p> <p><b>B</b> Describes preventative maintenance and minor troubleshooting</p> <p><b>C</b> Recognizes and discusses current trends in computer hardware</p> <p><b>D</b> Demonstrates working in a networked environment</p> <p><b>E</b> Discusses the use of a scanner, digital still camera and a video camera</p>
25.00		<p><b>9 <u>BASIC USE OF OPERATING SYSTEM</u></b></p> <p><b>A</b> Describes and discusses the role of the operating system</p> <p><b>B</b> Demonstrates basic operating system commands</p> <p><b>C</b> Demonstrates disk management skills</p>
40.00		<p><b>10 <u>BASIC OPERATION OF COMPUTER SOFTWARE</u></b></p> <p><b>A</b> Demonstrates the use of a desktop publishing application</p> <p><b>B</b> Demonstrates the use of an email application</p> <p><b>C</b> Demonstrates the use of multimedia applications</p> <p><b>D</b> Demonstrates the use of graphics applications</p>
40.00		<p><b>11 <u>INTRODUCTION TO THE INTERNET</u></b></p> <p><b>A</b> Discusses the history of the Internet</p> <p><b>B</b> Examines the current state of the Internet</p> <p><b>C</b> Identifies the different components that make up the Internet (including WWW, FTP, newsgroups, etc.)</p>
40.00		<p><b>12 <u>BROWSERS</u></b></p> <p><b>A</b> Demonstrates the use of a web browser (including all toolbar buttons)</p> <p><b>B</b> Lists different browser types</p> <p><b>C</b> Demonstrates "special" browser functions (including keyboard shortcuts, right click menus, etc.)</p> <p><b>D</b> Explains "safe" web browsing practices</p>

Hours	
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40.00	<b>13 <u>SEARCH ENGINES</u></b>
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- A Demonstrates the use of the most popular search engines on the Internet
- B Discusses the difference between different search engines
- C Discusses how search engines gather data using "robots" or "spiders"
- D Demonstrates the use of mathematical and Boolean operators in custom Internet searches

60.00	<b>14 <u>INTRODUCTION TO WEBSITE DESIGN</u></b>
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- A Identifies vocabulary common to web design
- B Discusses the history and current state of website design
- C Describes the series of events that transpire when you go to a web page
- D Describes design considerations
- E Demonstrates the use of storyboards for design layout
- F Demonstrates how to create a site structure
- G Explains how to use a site diagram
- H Demonstrates the use of basic HTML and XML markup tags
- I Evaluates existing websites

40.00	<b>15 <u>BASIC DESIGN ELEMENTS</u></b>
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- A Identifies the parts in a web page editor work area
- B Identifies and changes the attributes of a web page
- C Creates text on a webpage (including size, color, font, alignment and lists)
- D Demonstrates the use of basic images on a webpage (including formats, optimization, placement and Smart objects)
- E Creates hyperlinks on a webpage (including text links, image links, anchors and image maps)
- F Design forms on a webpage
- G Demonstrates the use of layers on a webpage
- H Demonstrates the use of tabs on a webpage
- I Shows the use of components on a webpage
- J Understands the concept of blogging and how to create a personal blog
- K Demonstrates how to add simple PHP scripts to a blog page
- L Demonstrates how to use CSS to modify webpage elements such as text, images, links and form elements

40.00	<b>16 <u>BASIC WEBPAGE LAYOUTS</u></b>
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- A Demonstrates how to use a Table as the form of layout
- B Explains how to use Templates/Stationary as the form of layout
- C Creates Layers as the form of layout for a webpage
- D Explains how to import layers from a document created by a graphic application

30.00	<b>17 <u>JAVASCRIPT/ACTIONS</u></b>
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- A Demonstrates how to create and use Rollover buttons
- B Demonstrates how to create and use Thumbnail images/Open Window action
- C Demonstrates how to create and use Remote Rollovers
- D Demonstrates how to create and use Mouse Trailers
- E Demonstrates how to create and use Page Transitions

50.00	<b>18 <u>ADVANCED DESIGN ELEMENTS</u></b>
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- A Demonstrates how to use Cascading Style Sheets for Page Layout
- B Demonstrates how to create and use Drop Down Navigation bars
- C Demonstrates how to use Meta Tags
- D Demonstrates how to optimize our site for good search engine placement
- E Demonstrates how to insert video content into your website
- F Demonstrates analytics, statistical tracking

Hours	
Class	OJT

30.00	
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**19 PUBLISHING AND MARKETING A WEBSITE**

- A Demonstrates how to Proof/Test a website for usability
- B Demonstrates how to use FTP for uploading a website to the Internet
- C Research the availability of domain names
- D Understands the difference between different browsers and demonstrates how to test a website in different browsers
- E Understands the need and process for doing code validation
- F Discusses the need to use Content Management systems that work with a wide variety of content including images, video, and 3d content

40.00	
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**20 ANIMATION**

- A Understands Intro animation as it relates to Web pages
- B Demonstrates how to import objects into an animation program
- C Demonstrates how to use the drawing tools (including strokes, fills, shapes, gradients and filters)
- D Demonstrates how to use the library
- E Demonstrates how to create Shape and Motion Tweens
- F Demonstrates how to add sound/music to animations
- G Understands Basic Animation Principles (including Easements, Stretch and Squash and more)
- H Demonstrates how to use masking in animations
- I Demonstrates how to use animation software to create dynamic web pages/sites
- J Demonstrates how to use animation software to create simple web games

**Additional Course Information**

This course articulates with Chaffey College

**TOTAL HOURS**

Class	OJT	Course
540.00	0.00	540.00