

**Jefferson County High School
Course Syllabus**

A. Course *Web Site Foundations*

B. Department *Business Technology*

C. Course Description *This course is for BEGINNERS. Students are prepared with basic skills for web page design. Course content provides students the opportunity to acquire fundamental skills in both theory and practical application of Web design and of leadership and interpersonal skill development from the business perspective.*

D. Grade Term (Semester)

E. Grading Scale

<u>Range</u>	<u>Honors/ Regular</u>	<u>College-Level</u>	<u>A.P.</u>
93-100 A	4.0	4.5	5.0
85-92 B	3.0	3.5	4.0
75-84 C	2.0	2.5	3.0
70-74 D	1.0	1.5	2.0

F. Term Dates

- a. 1st 9 Weeks August 5, 2016 – October 7, 2016
- b. 2nd 9 Weeks October 8, 2016 – December 16, 2016
- c. 3rd 9 Weeks January 5, 2017 – March 15, 2017
- d. 4th 9 Weeks March 16, 2017 – May 25, 2017

G. Textbook(s) *HTML and CSS Comprehensive 6th Edition New Perspectives*

H. Other Required Reading

I. Other Resources

- a. Odysseyware
- b. [W3C](#)

J. Major Assignments

- a. *Web Pages*

K. Procedures for Parental Access to Instructional Materials

- a. Aspen Parent Portal
- b. Instructor's Website
- c. Email Instructor
- d. Parent Teacher Conference

- a. There are two designated conference dates during the school year. Parents who would like to request additional meetings may make appointments for conferences with the teachers (during their planning periods), counselors, or a principal by telephoning the school office.

L. Field Trips

- a. No Scheduled Field Trips

M. Standards & Objectives

First Nine Weeks

1. I CAN accurately read, interpret, and demonstrate adherence to safety rules.
2. I CAN create a questionnaire and conduct an interview with a client to gather specific information to guide the web development project.
3. I CAN write a project brief that identifies the goals, audience profile, audience perception, primary message of the web site, and the competitive advantage of the client.
4. I CAN research findings and produce technical specifications for a web site.
5. I CAN demonstrate an understanding of maintenance requirements for a web site that is aligned with the project brief. Develop a plan that describes how the site will be updated and reviewed. Write a text explaining the maintenance requirements and plan to a client.
6. I CAN create an outline that organizes the content into categories.
7. I CAN develop a diagram that visually represents the web site structure.
8. I CAN explore the use of stock images and demonstrate an understanding of the various types of stock images telling advantages and disadvantages of these images.
9. I CAN compare and contrast royalty-free and rights-managed licensing and explain how each licensing affects the use of images. Research and describe the process to obtain permission to use copyrighted photography.
10. I CAN investigate multiple photo sharing services and how they embed metadata within images to assist in keyword searches.
11. I CAN demonstrate an understanding for how specific characteristics affect the quality and size of a digital image.
12. I CAN compare and contrast raster and vector graphics and provide scenarios when it is best to use each format.
13. I CAN research and identify the extensions of various image file formats and describe which file formats are supported by all browsers and which file formats require special software or a plug-in to view and image telling when it is most appropriate to apply specific image file formats.
14. I CAN investigate image optimization and its importance describing how file formats influence image optimization and identifying optimization guidelines and sources to apply to web graphics.
15. I CAN explain the graphic design concept of composition for a web site.

16. I CAN compare and contrast the format of values for RGB values and Hexadecimal code
17. I CAN compare and contrast the format of values for RGB values and Hexadecimal code
18. I CAN identify shapes and colors that are consistently used and include examples of what made the logos unique, attractive, and memorable.
19. I CAN identify several ways that a web designed CAN apply and strengthen brand management and identity.
20. I CAN investigate how to setup and implement a secure e-commerce site.
21. I CAN examine how demographics, psychographics, and audience data are used to market a product or service online.
22. I CAN use survey results and develop a marketing plan that identifies the following for a web development project

Second Nine Weeks

1. I CAN identify shapes and colors that are consistently used and include examples of what made the logos unique, attractive, and memorable.
2. I CAN identify several ways that a web designed CAN apply and strengthen brand management and identity.
3. I CAN investigate how to setup and implement a secure e-commerce site.
4. I CAN examine how demographics, psychographics, and audience data are used to market a product or service online.
5. I CAN use survey results and develop a marketing plan that identifies the following for a web development project
6. I CAN convert the web site wireframes to individual web page wireframes. A wireframe should consider each element and group the information of its corresponding page.
7. I CAN explore the use of grid-based layout and why it is used to create coherent, organized web pages.
8. I CAN demonstrate an understanding of typography, including related definitions like measure and lead to create balance and relationship between elements on a web page.
9. I CAN determine how various colors are perceived by specific audiences and cultures.
10. I CAN demonstrate an understanding of the relationship between pixels and display color.
11. I CAN research writing styles on various web sites.
12. I CAN write content for a web page and apply the class writing guidelines, as well as, proof reading and rewriting as necessary.
13. I CAN describe the function of markup languages and why they are different from programming languages.
14. I CAN explore the origin of the HTML standard and creation of the World Wide Web Consortium (W3C).
15. I CAN define HTML tags distinguishing between empty tags and container tags.
16. I CAN demonstrate understanding of Cascading Style Sheets.

17. I CAN explore the use of Cascading Style Sheets for page layout and cite evidence why CSS provides more flexible and precise layout capabilities than tables and frames.
18. I CAN define the guidelines for effective use of file and folder management techniques to maintain directory structure for forthcoming web site class projects.
19. I CAN develop a quality assurance plan that incorporates test procedures to trouble shoot and test a web site throughout its life cycle.

