



School District of Marshfield Course Syllabus

Course Name: Web Design
Length of Course: Semester
Credit: 1/2 Credit

Program Goal:

Empower learners to be college and career ready through standards-based experiences in the classroom and career-based learning experiences with business and industry partners. Design and implement educational experiences for creating a skilled, knowledgeable, and productive workforce. Learners will engage in competencies that enable them to stay up-to-date with evolving skills as they pursue careers directly out of high school, as technical school degree earners, or as university graduates. Our goal is to develop critical thinkers and collaborative problem solvers, providing connections to the issues and challenges facing our local, regional, and global economies.

Course Description:

Create static web pages using HTML, Dreamweaver, and Photoshop. The focus of the course is planning navigation and page design, graphic manipulation, setup and site maintenance. A working website, showcasing students' abilities, is the goal for all students to achieve.

Wisconsin Standards for Information & Technology Literacy (ITL)	
Empowered Learner	
EL2: Students understand the fundamental concepts of technology operations and demonstrate the ability to choose, use, and troubleshoot current technologies.	
Understand and apply functions and operations. EL2.a	2.a.4.h: Assess the fundamental concepts of digital tool operations, demonstrate the ability to choose, use and troubleshoot current digital tools.
EL3: Students are able to transfer knowledge to explore emerging technologies.	
Transfer knowledge to emerging technology. EL3.a	3.a.3.m: Transfer and apply skills to begin troubleshooting and exploring emerging technologies. 3.a.4.h: Investigate the creation of new technologies.
Digital Citizen	
DC1: Students recognize the rights, responsibilities, and opportunities of living, learning, and working in an interconnected digital world.	
Manage personal data to maintain digital privacy and security. DC1.b	1.b.10.h: Utilize secure password protection practices and management. 1.b.12.h: Develop strategies to guard against malicious threats including viruses, phishing, and identity theft, and recognize the importance of security protocols.
DC2: Students will demonstrate an understanding of and respect for the rights and obligations of using and sharing intellectual property.	
Use information, media and digital resources in a responsible manner. DC2.a	2.a.4.h: Assess the need for different information policies and user agreements in a variety of settings (i.e. workplace, school, government).
Respect intellectual property rights. DC2.b	2.b.3.m: Explain the concept of “fair use” as it pertains to copyright law and be able to create citations for print, graphic, audio and digital media resources.
Recognize the rights and responsibilities of intellectual freedom in a democratic society. DC2.c	2.c.10.h: Understand the importance of equitable access to information and recommend strategies for ensuring others have equitable access to information, media, resources, and technology. 2.c.11.h: Demonstrate positive and responsible communications in digital communities.
Computational Thinker	
CT1: Students develop and employ strategies for understanding and solving problems.	
Identify, define, and interpret problems where digital tools can assist in finding solutions. CT1.a	1.a.4.h: Create and articulate a precise and thorough description of a problem designed to utilize digital tools, data analysis, abstract modeling, or algorithmic thinking to facilitate a solution.
Creative Communicator	
CC2: Students publish and present content customized for their audience(s), purpose, and task.	
Publish and present content. CC2.a	2.a.4.h: Intentionally align message with audience, purpose, and task when publishing and presenting content.

Wisconsin Standards for Business and Information Technology (BIT)	
Digital and Graphic Communication	
DGC1: Students will create print-quality publications for intended audiences or purposes through the use of advanced layout, design and graphics production software and hardware.	
Apply elements of design (contrast, repetition, alignment, proximity) when creating publications. DGC1.b	1.b.5.h: Use styles to apply layout and design concepts to create publications that communicate effectively to readers. 1.b.6.h: Differentiate typography for publications in a digital and print format.
DGC2: Students will design and publish effective web pages and websites.	
Design and create dynamic websites. DGC2.a	2.a.8.h: Compare and contrast various Internet protocols. 2.a.9.h: Identify needs of client and target audience. 2.a.10.h: Apply appropriate web design elements. 2.a.11.h: Design and create websites for multiple platforms.
DGC4: Students will create digital images for use in publications, websites, digital slide shows and videos.	
Prepare images for use in a variety of media. DGC4.a	4.a.9.h: Convert digital image file format to meet software requirements. 4.a.10.h: Explain the purpose for multiple image formats. 4.a.11.h: Prepare images for professional reproduction and distribution. 4.a.12.h: Compare and contrast capabilities of photo editing software.

Key Vocabulary:			
HTML	tags	elements	attributes
styles	paths	cascading style sheets	source
validate	code	sync	navigation
Doctype	head	body	assets
White space	Accessibility	Embed	Rule
anchors	templates	dock	banners
Site panel	Web server	File transfer protocol	keywords
Layers	Properties	Type	filter
adjustments	Content aware	Scale	Transform
Clipping mask	mask	Rasterize	Vector graphic
.jpg	.png	.gif	Compression
Lossy	Lossless	Aspect ratio	Baseline
Character tracking	kerning	Raster image	Resolution
Rule of Thirds	Smart Objects	Sans serif	Serif
SVG	flatten		

Topics/Content Outline- Units and Themes:

Quarter 1:

- Learn basic HTML code (1.5-2 weeks)
- Developing a Web Page (1 Week)
- Working with Text and CSS (1.5 weeks)
- Working with Links (1.5 weeks)
- Using HTML Tables for Page Layout (1.5 weeks)
- Managing a Web Server and Files (1 week)

Quarter 2:

- Photoshop Layers & Selections (2 weeks)
- Placing Type on an Image & Working with Color (2 weeks)
- Special Effects (filters and masks) (1.5 weeks)
- Cumulative Web Site Project (1 week)
- Creating Web Portfolio (1.5 weeks)

Primary Resource(s):

Adobe Photoshop CC	Adobe Dreamweaver CC
Lynda.com	