Syllabus: Web Design

Course Overview:
Do you want to create your own personal place on the Internet to start an online business or personal social site? In this Web Design course, students will use a variety of design software to organize, create, publish, and manage a web site. Course content includes creating a variety of graphic elements including video, animations, rollover effects, backgrounds, and page images.

<table>
<thead>
<tr>
<th>Department: Business, Marketing, and Information Technology</th>
<th>Department/Course Website (if applicable): Insert here</th>
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<tbody>
<tr>
<td><strong>Course Number:</strong> BUS4010</td>
<td><strong>Instructor:</strong> Donna Kennedy</td>
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<tr>
<td><strong>Credits Earned/Length of Course:</strong> .5 Credits/Semester Course/Term Course</td>
<td><strong>Office Hours:</strong> 7:30am-4:00pm</td>
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<td><strong>Prerequisites:</strong> None</td>
<td><strong>Instructor Contact Info:</strong> Phone: 608-204-3567 Email: <a href="mailto:dkenney@madison.k12.wi.us">dkenney@madison.k12.wi.us</a></td>
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<td><strong>Required Materials:</strong> Flash drive</td>
<td><strong>Other:</strong></td>
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Course Standards:
- [Common Core State Standards for Literacy in All Subjects](#)
- [Common Core State Standards for Mathematics -- Standards for Mathematical Practice](#)
- [Wisconsin Common Career Technical Core Standards](#)
- [Wisconsin Standards for Business & Information Technology](#)

Course Assessment(s):
Summative assessments for units--Web Page Project
- Content specific handouts
- Final website created

Course Outline (including Unit(s) of Time and Essential Questions):

**Unit # 1 Designing and Planning Web Pages**
Time: approximately 7-10 hours

**Unit Essential Questions**
- What are the design principles used when creating web pages?
- What is HTML and CSS and how are they different from each other?
- What are the criteria for evaluating the quality of websites?

**Sequence of focus lessons**
- Basic Site Creation/Evaluation
- Color Theory
- Web Standards
- Planning a Website
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Unit #2 Creating Pages with HTML
Time: approximately 5-8 hours

Unit Essential Questions
● What are the basics of HTML coding?

Sequence of focus lessons
● Pre-Coding
● Basic HTML Markup
● HTML Lists
● Creating Links
● Creating a Data Table
● HTML Video

Unit #3 Formatting Web Pages with Style Sheets
Time: Approximately 16-20 hours

Unit Essential Questions
● How is the visual look of web pages controlled by using Cascading Style Sheets?

Sequence of focus lessons
● Introduction to Cascading Style Sheets
● Color in CSS
● Typography in CSS
● The Box Model in CSS
● The Role of ID and Class in CSS
● Page Layout Techniques

Unit #4 Graphics
Time: Approximately 11-17 hours

Unit Essential Questions
● What are effective uses of graphics on web pages?
● How can you get digital images and reformat them?
● How can you create basic graphics for use on a web page?

Sequence of focus lessons
● Introduction to Web Graphics
● Creating a Web Photo Album
● Creating a Button
● Creating a Web Page Banner

Unit #5 Scripting
Time: Approximately 8-10 hours

Unit Essential Questions
● How is website content organized?
● How is the navigation structure designed to be consistent across all of the pages in the website?

Sequence of focus lessons
● Overview of Scripting on the Web
● JavaScript

Unit #6 Quality Control
Time: Approximately 3-6 hours

Unit Essential Questions
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- How can websites be tested for quality?

**Sequence of focus lessons**
- Validating Websites
- Testing Usability

**Unit #7 Website Management and Authoring Tools**
**Time:** Approximately 3-6 hours

**Unit Essential Questions**
- What are some website management and authoring tools?

**Sequence of focus lessons**
- Basic Features of Web Authoring Software
- Publishing on the Web

**Unit #8 Client Website**
**Time:** Approximately 6-20+ hours. Varies depending on complexity and student

**Unit Essential Questions**
- How do you plan, design, develop and test a website using the skills learned in the course?

**Sequence of focus lessons**
- Client Website-Planning, Constructing, and Quality Control

**Unit #9 Career Development/21st Century Skills (Ongoing)**
- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?

**Texts, Technology, and Resources:**
Web Design & Development curriculum from University of Washington http://www.washington.edu/accesscomputing/webd2/
Adobe Creative Suite

**Behavior/Attendance and Grading Policy:**
La Follette High School Code of Conduct/Student Handbook

**Family contact/communication is important, please supply teacher with current contact information. Feel free to contact Mrs. Kennedy at any time.**

Parent Signature: _____________________________________________ Date: __________
Parent Name Printed: __________________________________________
Phone Number: ___________________ Cell Phone Number: _________________
Parent email address: ____________________________________________
Student Signature: ______________________________________________ Date: __________
Student Name Printed: __________________________________________

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