Department of Teaching & Learning
Parent/Student Course Information

Design, Multimedia & Web Technologies
(BE 6630)
One-half Credit, One Semester
Grades 10 - 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION
Students develop proficiency in designing and creating desktop-published projects, multimedia presentations/projects, and Web sites, using industry-standard application software. Students apply principles of layout and design in completing projects. Students create portfolios that include a résumé and a variety of desktop-published, multimedia and Web-site projects produced in the course.

CERTIFICATION
Students are eligible to sit for the Microsoft Office Specialist (MOS) certification

STUDENT ORGANIZATION
The Future Business Leaders of America (FBLA) is the co-curricular organization for secondary Business and Information Technology students. The organization enhances occupational preparation for students by helping them attain the following goals: leadership skills; knowledge of the American enterprise system; self-confidence; improvement of home, business, and community; scholarship; citizenship; and career goals.

PREREQUISITE
None

OPTIONS FOR NEXT COURSE
None

REQUIRED STUDENT TEXTBOOK
None
Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills
001 Demonstrate positive work ethic.
002 Demonstrate integrity.
003 Demonstrate teamwork skills.
004 Demonstrate self-representation skills.
005 Demonstrate diversity awareness.
006 Demonstrate conflict-resolution skills.
007 Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills
008 Demonstrate effective speaking and listening skills.
009 Demonstrate effective reading and writing skills.
010 Demonstrate critical-thinking and problem-solving skills.
011 Demonstrate healthy behaviors and safety skills.
012 Demonstrate an understanding of workplace organizations, systems and climates.
013 Demonstrate lifelong-learning skills.
014 Demonstrate job-acquisition and advancement skills.
015 Demonstrate time-, task- and resource-management skills.
016 Demonstrate job-specific mathematics skills.
017 Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills
018 Demonstrate proficiency with technologies common to a specific occupation.
019 Demonstrate information technology skills.
020 Demonstrate an understanding of Internet use and security issues.
021 Demonstrate telecommunications skills.

Examining All Aspects of an Industry
022 Examine aspects of planning within an industry/organization.
023 Examine aspects of management within an industry/organization.
024 Examine aspects of financial responsibility within an industry/organization.
025 Examine technical and production skills required of workers within an industry/organization.
026 Examine principles of technology that underlie an industry/organization.
027 Examine labor issues related to an industry/organization.
028 Examine community issues related to an industry/organization.
029 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life
030 Identify the purposes and goals of the student organization.
031 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
032 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
033 Identify Internet safety issues and procedures for complying with acceptable use standards.

Demonstrating Knowledge of Hardware, Software, and Operating Systems
034 Compare word processing, desktop publishing, multimedia creation and Web page creation.
035 Evaluate operating systems and hardware for compatibility with common software applications.
036 Evaluate software used in desktop publishing, multimedia creation and Web page creation.
037 Use technical support to resolve problems encountered during creation of digital projects.
038 Apply appropriate method to back up files.

**Applying Principles of Layout and Design**
039 Identify project-management components.
040 Plan an effective design for a project.
041 Apply principles of design, layout and typography appropriate for a project.
042 Enhance appearance of a project.

**Designing and Creating Print and Graphic Design Projects**
043 Create original content for a desktop-published project.
044 Demonstrate proofing skills through use of online tools and individual critiquing to check for format, style, correctness and clarity.
045 Import text, graphics, tables and charts for use in a desktop-published project.
046 Use time-saving features of desktop publishing programs.
047 Create multi-page and multi-column documents.
048 Create a variety of desktop-published documents.
049 Create a document in a format appropriate for electronic distribution.
050 Convert a print document to digital format through scanning.
051 Critique a project to determine whether it meets the designated guidelines.

**Designing and Creating Multimedia Presentations/Projects**
052 Identify the components of an effective multimedia project.
053 Create a multimedia project.
054 Use master slides, templates and/or themes.
055 Create an object, using graphic design software.
056 Incorporate charts, graphs and/or tables into a multimedia project.
057 Enhance a multimedia project with advanced features.
058 Incorporate elements from other sources into a multimedia project.
059 Edit a multimedia project.
060 Create handouts and/or other visuals for a multimedia presentation.
061 Deliver a multimedia presentation.
062 Critique a multimedia presentation to determine whether it meets the designated guidelines.

**Designing and Creating Websites**
063 Evaluate the methods of creating websites.
064 Apply structural requirements (information architecture) for development of a website.
065 Create a website, using website design software or programming language.
066 Apply website design features.
067 Create hyperlinks.
068 Proofread and edit a website.
069 Test a website.
070 Explain or demonstrate publishing, updating, and maintaining a website.
071 Describe methods and tools used in digital marketing.
072 Compare content management systems commonly used in the business world.

**Exploring Legal and Ethical Issues**
073 Explore security issues related to computer and Internet technology.
074 Describe copyright issues and laws related to creating desktop-published, multimedia and website design projects.
Identify situations in which use of elements in projects is legal but may be unethical / inappropriate.

Describe licensing agreements associated with software usage.

**Preparing for Industry Certification**

Describe the process and requirements for obtaining industry certifications related to the Design, Multimedia, and Web Technologies course.

Identify testing skills/strategies for a certification examination.

Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).

Successfully complete an industry certification examination representative of skills learned in this course (e.g., MOS, IC3, NOCTI).

**Developing Employability Skills**

Explore careers in the graphic design, multimedia, and website design fields.

Investigate uses of graphic design, multimedia, and web technologies in business and industry.

Investigate new and emerging trends in desktop publishing, multimedia and Web technologies.

Create or update a résumé.

Create a professional portfolio.

Describe basic employment activities.

Identify potential employment barriers for nontraditional groups and ways to overcome the barriers.
Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 4-4.1, 4-4.2, 4-4.3, 4-6.1, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, counseling services, physical education and athletic, vocational education, instructional materials and extracurricular activities.

To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student’s school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

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VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

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