Department of Teaching & Learning
Parent/Student Course Information

Web Design Foundations
(BE 6630)
One Credit, One Year
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
Careers in web design and development are exploding and the technology is ever-changing as new devices for internet use emerge. HTML, CSS and JavaScript are the critical web coding languages taught in this course. Additionally, students learn user experience focused design, web industry standards and the “business” of the web. Numerous coding editors and web application software by Adobe including Dreamweaver and Photoshop are utilized. Artistic ability is not required but certainly beneficial for the design aspects of the class. In the second year, students will apply web coding skills in a variety of design projects to suit all types of devices: desktop computers, tablets and mobile phones. Using a simulation model of learning, students develop the skills to manage projects with a focus on meeting client needs. Industry-leading software is used throughout both years of the program. Qualified students will be eligible to sit for industry recognized certifications from CIW, Adobe and Microsoft.

CERTIFICATION
Student prepare for nationally recognized certifications from CIW (Certified Internet Webmaster- Site Development Associate), Adobe Certified Associate- Dreamweaver and Microsoft.

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
Advanced Web Design

REQUIRED STUDENT TEXTBOOK
None
COMPETENCIES FOR WEB DESIGN FOUNDATIONS

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, graphic design, multimedia creation and web page creation.
035 Evaluate operating systems and hardware for compatibility with common software applications.
Evaluate software used in graphic design, multimedia creation and web page creation.

Use technical support to resolve problems encountered during creation of digital projects.

Apply appropriate method to back up files.

**Applying Principles of Layout and Design**

- Identify project-management components.
- Plan an effective design for a project.
- Apply principles of design, layout and typography appropriate for a project.
- Enhance appearance of a project.

**Designing and Creating Print and Graphic Design Projects**

- Create original content for a digitally designed project.
- Demonstrate proofing skills through use of online tools and individual critiquing to check for format, style, correctness and clarity.
- Import text, graphics, tables and charts for use in a print or graphic design project.
- Use time-saving features of print and/or graphic design programs.
- Create documents utilizing a variety of layouts including multiple columns, pages and element positions.
- Create a variety of print materials.
- Create a document in a format appropriate for electronic distribution.
- Convert a print document to digital format through scanning.
- Critique a project to determine whether it meets the designated guidelines.

**Designing and Creating Multimedia Presentations/Projects**

- Identify the components of an effective multimedia project.
- Create a multimedia project.
- Use master slides, templates, and/or themes.
- Create an object, using graphic design software.
- Incorporate charts, graphs and/or tables into a multimedia project.
- Enhance a multimedia project with advanced features.
- Incorporate elements from other sources into a multimedia project.
- Edit a multimedia project.
- Create handouts and/or other visuals for a multimedia presentation.
- Deliver a multimedia presentation.
- Critique a multimedia presentation to determine whether it meets the designated guidelines.

**Designing and Creating Websites**

- Evaluate the methods of creating websites.
- Apply structural requirements (information architecture) for development of a website.
- Create a website, using design software or programming language.
- Apply website design features.
- Create hyperlinks.
- Proofread and edit a website.
- Test a website.
- Explain or demonstrate publishing, updating, and maintaining a website.
- Describe methods and tools in digital marketing.
- Compare content management systems commonly used in the business world.

**Exploring Legal and Ethical Issues**

- Explore security issues related to computer and Internet technology.
074 Describe copyright issues and laws related to creating graphic design, multimedia and website design projects.
075 Identify situations in which use of elements in projects is legal but may be unethical/inappropriate.
076 Describe licensing agreements associated with software usage.

Preparing for Industry Certification
077 Describe the process and requirements for obtaining industry certifications related to the Design, Multimedia and Web Technologies course.
078 Identify testing skills/strategies for a certification examination.
079 Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).
080 Successfully complete an industry certification examination representative of skills learned in this course (e.g., MOS, IC3, NOCTI).

Developing Employability Skills
081 Explore careers in the desktop publishing, multimedia, and Website design fields.
082 Investigate uses of desktop publishing, multimedia and Web technologies in business and industry.
083 Investigate new and emerging trends in desktop publishing, multimedia, and Web technologies.
084 Create or update a résumé.
085 Create a professional portfolio.
086 Describe basic employment activities.
087 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, 5-7, 5-19, 5-20, 5-44, 6-7, 6-33, 7-48, 7-49, 7-57 and Regulations 2-33.1, 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.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Theresa.Dougherty@vbschools.com.