



**Web Design**  
**Instructor: Kala Brown**  
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**No prerequisite required**



The Web Design course objectives are based on the standards from ALSDE:Multimedia Design. This course is designed to provide students with hands-on skills involving graphic design, digital photography, Web publishing, and digital video production. Students use various hardware peripherals and software for completing documents.

Future Business Leaders of America (FBLA) is a co-curricular component of this course. Career and technical student organizations are integral, co curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

**Course Goals:**

1. Compare types of multimedia, including presentation, desktop publishing, Web page design, graphic design, digital photography, and digital video use in creating projects.
2. Utilize a variety of input devices for digitizing multimedia information, including digital camera, video, scanner, Internet downloads, and graphic software.
3. Use a variety of software and equipment to create, modify, and enhance multimedia projects.
4. Demonstrate appropriate techniques associated with graphic design. Examples: selecting, resizing, manipulating graphics, changing resolution, rastering, retouching photographs, correcting color, creating images
5. Utilize precision tools to manipulate images. Utilize graphic design software to create business and personal publications. Apply integration principles for importing scanned, digitized graphics and text, tables, charts, and pictures into a publication.
6. Utilize research results to interpret the impact of media and copyright laws on media publications.
7. Explain differences among Web sites, Web pages, and Web browsers. • Identifying Web elements, including hypertext markup language (HTML) tags, headings, and body
8. Develop interactive Web pages and sites using a variety of component formats, including HTML, HTML editors, and Web authoring programs.
9. Determine the applicable format for converting digital files.
10. Apply knowledge of project management to ensure a quality product.
11. Demonstrate the manipulation of digital image file sizing. • Optimizing resolution for Web and print publications
12. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to multimedia design.

### **Course Outline:**

- I. Multimedia Hardware and Software
- II. Graphic Design
- III. Web Design
- IV. Career Opportunities

### **Expectations:**

1. Be on time, prepared & ready to work.
2. Meet deadlines: Make appointments for extra work time if necessary.
3. Take care of computer hardware and workspace. Clean up after yourself.
4. Cell phones must be turned OFF (not silent) & remain out of sight during class.
5. Do not bring food, drink &/or candy in the computer lab.
6. No computer games or web downloads.
7. Students may not at any time tamper with or access another student's files, use another student's username and password, or access any prohibited programs or websites. Doing this is a violation of technology policies and will result in immediate termination of the student's user account and disciplinary action.

### **Essential Questions to be Explored:**

1. What criteria should be considered when determining the correct type of software and equipment to be used for multimedia project development?
2. What criteria should be considered when determining the correct type of software and equipment to be used for creating a graphic design?
3. What criteria should be considered when determining the correct type of software and equipment to be used for Website development? What are the planning stages when developing, maintaining and evaluating Web sites?

### **Culminating Product Examples**

-Students will develop a multimedia project including planning, design, creation, and evaluation steps

-Students will develop a graphic design project including planning, design, creation, and evaluation steps

-Students will develop a web site including planning, design, creation, and evaluation steps

**If you are absent, it is YOUR RESPONSIBILITY to find out what you missed and make up the missing work in a timely manner.**

### **Due dates/late work**

All projects have assigned due dates. Please turn in your work on time for full credit. Students may communicate difficulties/emergencies with the teacher as needs arise. Excused absences may have due date extensions, unexcused will not.

### **Delivery Plan**

This course will consist of but not limited to: readings, presentations, discussions, lectures, research, and

project based learning.

### **Grading and Assessment Procedures**

Nine weeks grades will be determined by an average of classwork grades, tests, and projects. Final grades will be based on a 100% scale.

#### **Grading Scale**

90 - 100 A  
89 - 80 B  
79 - 70 C  
69 - 60 D  
59 & Below F

#### **Grade Breakdown**

Test - 100 points each  
Projects - 100-200 points each  
Classwork - 25 points each  
Final project - 100 points

### **Embedded numeracy and literacy anchor assignments**

Improve the mathematical level (skills), reading, writing, and comprehension level (skills) in a project-based learning environment through technical related activities that fully prepares students for successful transition into a high demand-high wage job in skilled labor in the 21st century workforce.

Numeracy - Web Design project - the students will use and improve their mathematical skills while manipulating and adjusting the resolution of digital files for their website.

Literacy - Website project - the students will use and improve their reading, writing, and comprehension skills as they research, write, and create a website for our FBLA chapter.

### **Supplies Required:**

Most classroom supplies such as printing paper and envelopes will be provided. However, we will have frequent worksheets, notes, and tests that will require paper and pen or pencil. Students should have these supplies with them each day, plus some type of notebook or folder to hold worksheets and printed class work. (Requested Class Donations: Hand Sanitizer, and Kleenex)

### **Computer Fee: \$20**

This money will be used to purchase paper and ink cartridges for existing printers, maintenance of equipment, and the purchase of additional computers, printers, software, books, and supplies.

### **Student Organization: FBLA**

Students enrolled in this class are eligible to join Future Business Leaders of America. The club meets monthly and dues are \$15. Our club has been active in regional, state, and national conventions.

### **Available Industry Credential(s)**

Microsoft Office Specialist

### **Dual enrollment opportunity**

ACCS Career & Technical Education (CTE) postsecondary courses are approved as credit-eligible options that satisfy the CTE graduation requirement(s) for the Alabama High School Diploma. Students may apply

for scholarships for the program.

Dual Enrollment opportunities for Business classes include but are not limited to the following:

- Principles of Accounting I
- Principles of Accounting II
- Managerial Accounting
- The Legal and Social Environment of Business
- Business Statistics I
- Principles of Management
- Principles of Marketing
- Personal Finance
- Business Math
- Human Relationships
- Business Communication
- Business Internship I
- Web Development
- Web Design
- Web Media

Click on the link below to see the complete list of approved courses.

<https://www.alsde.edu/sec/isvcs/Dual%20Enrollment/2019-2020%20Dual%20Enrollment%20Equivalency%20List.pdf#search=dual%20enrollment>

It is the policy of the Etowah County Board of Education that no student shall be excluded from participating in, be denied the benefits of, or be subjected to discrimination in any program or activity on the basis of gender, age, marital status, race, religion, belief, national origin, ethnic group, disability, immigrant status, non-English speaking ability, homeless status, or migrant status. Inquiries regarding compliance with state or federal equal opportunity rules (Title IX, ADA, IDEA, section 504, etc) and/or for reporting discrimination concerns may be made to the Federal Programs Coordinator, Etowah County Board of Education, 3200 West Meighan Boulevard, Gadsden, AL 35904, (256) 549-7560.