Foundations of Web Design
9001110 / 1.0 credit
SCOPE AND SEQUENCE

Foundations of Web Design Scope and Sequence Document 2013-2014			
Unit Name/Topic	**Unit Length (Days)**	**FL Department of Education Standard**	**Instructional Resource**
School and Classroom Procedures	2	N/A	Provided by School Site
FBLA Fundamentals	2	Co-Curricular CTSO This lesson introduces the "Close Reading" Strategy which is part of the Common Core State Standards. These standards for Reading in the Science and Technology Area should be integrated throughout the course. We recommend that the CIS Model be used twice per quarter. A link to current topical articles is available on the BME Conference site.	CTE CTSO Lesson FBLA Chapter Management Handbook

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Welcome to Web Design	18	25.05 Identify stages in the web design process and describe the activities comprising each stage. 25.07 Define the site structure by creating a content map, storyboard, and associated wireframes. 26.01 Define common markup languages and their usage. 26.01 Examine emerging and new markup languages. 26.02 Determine browser support and appropriate usage of markup languages (existing and emerging). 26.03 Identify common DOCTYPES (e.g., Strict, Transitional and Frameset) and describe their appropriate use. 26.04 Create basic webpage structures using common markup elements and attributes. 27.01 Incorporate list structures in a webpage (i.e., ordered, unordered, definition, nested). 27.02 Research and incorporate web color usage principles in a webpage. 27.04 Troubleshoot markup language syntax, elements, and links. 27.05 Describe usage guidelines (e.g., format types, size, relevance) for integrating images and graphics onto a webpage. 28.01 Compare and contrast existing and emerging CSS versions. 32.02 Determine browser support and appropriate usage of CSS (existing and emerging versions). 32.03 Explain "document flow" and describe its implications on web design. 32.04 Compare and contrast common authoring tools 33.01 Identify issues related to website maintenance. 35.01 Locate, comprehend and evaluate key elements of oral and written information. 74.01 Analyze and apply data and measurements to solve problems and interpret documents. 74.02 Draft, revise, and edit written documents using correct grammar, punctuation and vocabulary. 74.03 Present information formally and informally for specific purposes and audiences 75.02 Analyze and apply data and measurements to solve problems and interpret documents	"New Perspectives: HTML, XHTML, and Dynamic HTML" – Chapter 1 FOWD Essential Curriculum Guide: "Activity 1.3 – DOCTYPES, Markup Languages, & CSS Versions"

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Creating a Website	22	25.01 Define information architecture. 25.02 Discuss the importance of information architecture to web design and development. 25.03 Conduct a client interview to determine the business purpose and needs. 25.05 Identify stages in the web design process and describe the activities comprising each stage. 25.06 Define the site structure by creating a content map, storyboard, and associated wireframes. 25.10 Create a web site mock-up for client approval. 27.03 Incorporate link structures in a webpage (i.e., external, internal, email). 27.04 Research and incorporate web color usage principles in a webpage. 27.05 Troubleshoot markup language syntax, elements, and links. 28.04 Create and incorporate image maps in a webpage. 33.05 Identify technologies to enhance user experience. 35.05 Examine indexing, page ranking, basic Search Engine Optimization techniques. 35.06 Explore common website analytic tools. 75.01 Demonstrate knowledge of arithmetic operations. 75.03 Construct charts/tables/graphs using functions and data. 76.01 Discuss the role of creativity in constructing scientific questions, methods and explanations. 76.02 Formulate scientifically investigable questions, construct investigations, collect and evaluate data, and develop scientific recommendations based on findings.	"New Perspectives: HTML, XHTML, and Dynamic HTML" – Chapter 2 FOWD Essential Curriculum Guide: "Activity 2.2 – Storyboarding with Client Interviews"
Graphics Programs Basics	8	27.04 Research and incorporate web color usage principles in a webpage. 28.01 Describe usage guidelines (e.g., format types, size, relevance) for integrating images and graphics onto a webpage. 28.02 Compare and contrast standard image formats used in webpage design. 36.02 Use image-editing software to enhance website designs with simple graphics.	Choice: "Adobe Illustrator CS6 Revealed" "Adobe Photoshop CS6 Revealed" Online Resources/Activities for Adobe Fireworks, Adobe Illustrator, or Adobe Photoshop

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			FOWD Essential Curriculum Guide: "Activity 3.4 – Vector and Bitmap Masks"
Formatting Web Pages with CSS	12	27.01 Research and incorporate web color usage principles in a webpage 28.01 Describe usage guidelines (e.g., format types, size, relevance) for integrating images and graphics onto a webpage. 28.02 Compare and contrast standard image formats used in webpage design. 28.03 Incorporate graphics into a webpage design. 32.01 Define CSS and describe its importance in web design. 32.02 Compare and contrast existing and emerging CSS versions. 32.03 Determine browser support and appropriate usage of CSS (existing and emerging versions). 32.04 Explain "document flow" and describe its implications on web design. 32.05 Recognize and use element selectors, ID selectors, class selectors, pseudo-class selectors, and descendant selectors. 32.06 Explain how inheritance and specificity affect CSS rule conflicts. 32.07 Use inline styles, embedded style sheets, and external style sheets. 32.08 Use the link and import methods to connect to an external style sheet. 32.09 Use CSS shorthand techniques to create efficient and concise style sheets. 32.10 Apply basic CSS properties, including background, border, clear, color, float, font, height, line-height, list-style, margin, overflow, padding, position, text-align, text-indent, width, z-index, padding, et al. 32.11 Use CSS to style tables (e.g., borders, width, spacing, alignment, background). 32.12 Use CSS to enhance the appearance and usability of an XHTML form. 33.05 Identify technologies to enhance user experience. 36.04 Enhance the website using client-side technologies (rollovers, check plug-ins, pop-up windows). 36.05 Demonstrate efficient, consistent web site development practice (use of templates, snippets, etc).	"New Perspectives: HTML, XHTML, and Dynamic HTML" – Chapter 3 FOWD Essential Curriculum Guide: "Activity 4.1 – CSS vs. XHTML - Colors, Fonts, Images, Backgrounds"
Web Page Tables	12	29.01 Describe how tables are used in web design.	"New Perspectives: HTML, XHTML, and Dynamic HTML" –

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		29.02 Discuss the advantages and disadvantages of incorporating tables in a webpage design. 29.03 Define and modify table structures for the presentation of tabular information. 29.04 Create accessible tables using standard table elements and attributes. 75.03 Construct charts/tables/graphs using functions and data.	Chapter 5.1 & 5.2 FOWD Essential Curriculum Guide: "Activity 5.1 – Planning and Creating Tables on Web Pages"
Working with Graphic Objects	10	25.04 Conduct a competitive analysis. 27.04 Research and incorporate web color usage principles in a webpage. 28.01 Describe usage guidelines (e.g., format types, size, relevance) for integrating images and graphics onto a webpage. 28.02 Compare and contrast standard image formats used in webpage design. 36.02 Use image-editing software to enhance website designs with simple graphics.	Choice: "Adobe Illustrator CS6 Revealed" "Adobe Photoshop CS6 Revealed" Online Resources/Activities for Adobe Fireworks, Adobe Illustrator, or Adobe Photoshop FOWD Essential Curriculum Guide: "Activity 6.4 –Bitmap Retouching Tools" and "Activity 6.5 – Project: Pizza Parlor with Competitive Analysis"
Semester 1 Exam	**5**		**Course Semester Review**
Semester 1 Total	**90**		
Planning and Producing a Website	10	25.01 Define information architecture. 25.02 Discuss the importance of information architecture to web design and development. 25.03 Conduct a client interview to determine the business purpose and needs 25.05 Identify stages in the web design process and describe the activities comprising each stage	"Shelly Cashman Series: Adobe Dreamweaver CS6 Comprehensive" – Introductory Chapter

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Unit Name/Topic	**Unit Length (Days)**	**FL Department of Education Standard**	**Instructional Resource**
		25.06 Define the site structure by creating a content map, storyboard, and associated wireframes. 25.07 Create a global site map. 25.09 Describe accessibility and its implications on web design. 26.01 Define common markup languages and their usage. 26.02 Examine emerging and new markup languages. 26.03 Determine browser support and appropriate usage of markup languages (existing and emerging). 33.01 Compare and contrast common authoring tools. 33.03 Define e-commerce types and usage. 33.04 Describe database connectivity relative to websites. 33.05 Identify technologies to enhance user experience 34.01 Explore domain name selection principles. 34.02 Identify process to registering a domain name. 34.03 Compare and contrast hosting providers, features, and selection criteria. 34.04 Describe the various means for uploading website files (e.g., FTP, web-based tools, etc.). 35.01 Identify issues related to website maintenance 35.04 Demonstrate knowledge of accessibility problems and solutions. 74.01 Locate, comprehend and evaluate key elements of oral and written information. 74.02 Draft, revise, and edit written documents using correct grammar, punctuation and vocabulary. 74.03 Present information formally and informally for specific purposes and audiences. 76.01 Discuss the role of creativity in constructing scientific questions, methods and explanations. 76.02 Formulate scientifically investigable questions, construct investigations, collect and evaluate data, and develop scientific recommendations based on findings.	Online Resources: "http://cmairscreate.com/design.html" and "http://cmairscreate.com/pdfs/Project-Plan.pdf" Teacher-created activities for Global Site Maps and Accessibility
Creating a Website	15	25.08 Discuss the legal and ethical issues related to web design. 26.04 Identify common DOCTYPES (e.g., Strict, Transitional and Frameset) and describe	"Shelly Cashman Series: Adobe Dreamweaver CS6

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Unit Name/Topic	Unit Length (Days)	FL Department of Education Standard	Instructional Resource
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with Dreamweaver		their appropriate use. 27.01 Create basic webpage structures using common markup elements and attributes. 27.02 Incorporate list structures in a webpage (i.e., ordered, unordered, definition, nested). 27.03 Incorporate link structures in a webpage (i.e., external, internal, email). 27.05 Troubleshoot markup language syntax, elements, and links. 32.01 Define CSS and describe its importance in web design. 32.02 Compare and contrast existing and emerging CSS versions. 35.03 Describe website performance metrics (e.g., visits, time-on-page, time-on-site, et al) and discuss their design implications. 35.06 Explore common website analytic tools. 36.01 Use GUI (Graphical User Interface) web authoring software to create a multi-page informational website.	Comprehensive" – Chapter 1 Teacher-created reading activity on Copyright Laws (resources: Cmairscreate Website, DW Chapter 8, or search online) Student online research and application of Website Performance Metric Tools
Templates and CSS in Dreamweaver	10	32.03 Determine browser support and appropriate usage of CSS (existing and emerging versions). 32.04 Explain "document flow" and describe its implications on web design. 32.05 Recognize and use element selectors, ID selectors, class selectors, pseudo-class selectors, and descendant selectors. 32.06 Explain how inheritance and specificity affect CSS rule conflicts. 32.07 Use inline styles, embedded style sheets, and external style sheets. 32.08 Use the link and import methods to connect to an external style sheet. 32.09 Use CSS shorthand techniques to create efficient and concise style sheets. 32.10 Apply basic CSS properties, including background, border, clear, color, float, font, height, line-height, list-style, margin, overflow, padding, position, text-align, text-indent, width, z-index, padding, et al. 36.05 Demonstrate efficient, consistent web site development practice (use of templates, snippets, etc).	"Shelly Cashman Series: Adobe Dreamweaver CS6 Comprehensive" – Chapter 2

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Unit Name/Topic	**Unit Length (Days)**	**FL Department of Education Standard**	**Instructional Resource**
Adding Graphics and Links to Websites with Dreamweaver	15	27.04 Research and incorporate web color usage principles in a webpage 28.01 Describe usage guidelines (e.g., format types, size, relevance) for integrating images and graphics onto a webpage. 28.02 Compare and contrast standard image formats used in webpage design. 28.03 Incorporate graphics into a webpage design. 28.04 Create and incorporate image maps in a webpage. 33.05 Identify technologies to enhance user experience. 35.05 Examine indexing, page ranking, basic Search Engine Optimization techniques. 36.04 Enhance the website using client-side technologies (rollovers, check plug-ins, pop-up windows). 75.01 Demonstrate knowledge of arithmetic operations. 75.02 Analyze and apply data and measurements to solve problems and interpret documents.	"Shelly Cashman Series: Adobe Dreamweaver CS6 Comprehensive" – Chapter 3 Teacher-created activities for <meta> tags and Image Maps.
Incorporating Interactivity with Dreamweaver	15	25.09 Describe accessibility and its implications on web design. 29.01 Describe how tables are used in web design. 29.02 Discuss the advantages and disadvantages of incorporating tables in a webpage design. 29.03 Define and modify table structures for the presentation of tabular information. 29.04 Create accessible tables using standard table elements and attributes. 30.01 Create an accessible form using common elements, including form, fieldset, legend, textarea, select, option, button, and input (radio, checkbox, submit, reset, image, password, hidden). 30.02 Describe and diagram the relationship between XHTML forms and server-side technologies. 30.03 Compare and contrast the GET and POST methods for forms handling. 30.04 Define form validation and describe how it is accomplished 30.05 List popular server-side technologies often used to process content sent from XHTML forms. 30.06 Use labels with form elements. 30.07 Connect a XHTML form to a server-side script for processing. 32.11 Use CSS to style tables (e.g., borders, width, spacing, alignment, background).	"Shelly Cashman Series: Adobe Dreamweaver CS6 Comprehensive" – Chapters 4 and 6 Teacher-created activity that incorporates Validation Tools within Dreamweaver (resources: DW Chapter 8 or search online)

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		32.12 Use CSS to enhance the appearance and usability of an XHTML form. 33.02 Compare and contrast client-side and server-side technologies. 33.04 Describe database connectivity relative to websites. 35.02 Use webpage validation tools. 35.04 Demonstrate knowledge of accessibility problems and solutions. 75.03 Construct charts/tables/graphs using functions and data.	
Dreamweaver Industry Certification	15	25.0 Demonstrate proficiency in website planning and the design process. 26.0 Develop markup language structures. 27.0 Create basic webpages. 28.0 Incorporate images and graphical formatting on a webpage. 29.0 Create a basic table structure. 30.0 Incorporate form structures in a webpage 31.0 Describe frame structures and their usage. 32.0 Use Cascading Style Sheets (CSS). 33.0 Examine web design technologies and techniques. 34.0 Describe the process for publishing a website 35.0 Describe how website performance is monitored and analyzed. 36.0 Create an informational website. 74.0 Demonstrate language arts knowledge and skills. 75.0 Demonstrate mathematics knowledge and skills 76.0 Demonstrate science knowledge and skills	Adobe Certified Associate program – Preparation materials – "Web Communication with Adobe Dreamweaver CS6 Professional" – http://www.adobe.com/ education/resources/ certificate-programs/ preparation-materials.html Certiprep online software practice test materials Certiport Online Testing – Industry Certification test

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Unit Name/Topic	**Unit Length (Days)**	**FL Department of Education Standard**	**Instructional Resource**
Graphics on the Web	5	28.08 Discuss the legal and ethical issues related to web design. 27.04 Research and incorporate web color usage principles in a webpage 28.01 Describe usage guidelines (e.g., format types, size, relevance) for integrating images and graphics onto a webpage. 28.02 Compare and contrast standard image formats used in webpage design. 28.03 Incorporate graphics into a webpage design. 38.05 Optimize images and graphics for use in a webpage. 36.02 Use image-editing software to enhance website designs with simple graphics. 36.03 Use animation software to enhance website designs.	Choice: "Adobe Illustrator CS6 Revealed" "Adobe Photoshop CS6 Revealed" Online Resources/Activities for Adobe Fireworks, Adobe Illustrator, or Adobe Photoshop
Semester 2 Exam	**4**		**Course Semester Review**
Semester 2 Total	**90**		