

Key Learning: Web design uses all the same elements as print design. Students will need to explore the space and layout, handle fonts and colors, and put it all together in a format that gets the message across to the intended audience.

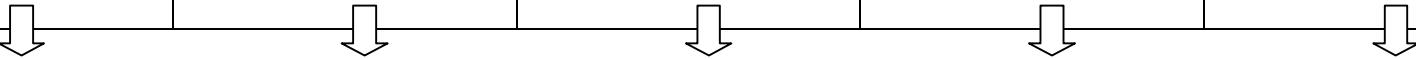
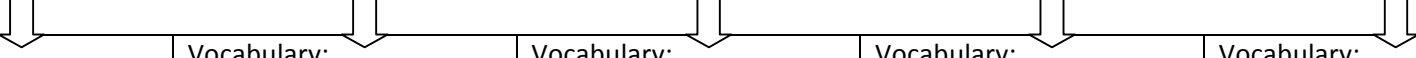
Unit Essential Question:

What way would you design a website to meet the needs of its intended audience?

<p><u>Concept:</u> Elements of Good Design</p>	<p><u>Concept:</u> Fonts and Typography</p>	<p><u>Concept:</u> How to Use Color</p>
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What are the principles of design? • How do good designs lead the eye through the design in a deliberate fashion so that the viewer sees what the designer wants? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How is writing for the web different than writing in print? • How would you improve a Web page's appearance through the use of fonts? • Why are em(s) or percentages a better choice to use on Web pages? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How would you determine what color scheme to use for your website? • What can you do to synchronize your web colors? • Is a browser safe color palette really required?
<p><u>Vocabulary:</u> Lines and Linework, Shape, Texture, Color, Direction, Principles of Design, Balance, Contrast, Emphasis, Rhythm, Unity, Alignment, Repetition, Consistency, Contrast, White Space</p>	<p><u>Vocabulary:</u> font, font family, serif, sans serif, script, monospace, fantasy, font stack, font-family style property, font size, font colors, leading, tracking, kerning, line-height, letter-spacing property, background-color, font-weight, font-style, font-variant, relative font measures (px, em, %, ex)</p>	<p><u>Vocabulary:</u> hexidecimal codes, color symbolism, trends, color wheel, color theory, monochromatic, analogous, complementary, triadic</p>

Standards:
PDE: Business, Computer and Information Technology
Computer and Information Technologies - 15.4.12.A, D, G,
ISTE NETS*S: Curriculum and Content Area Standards – NETS for Students

1.a, 1.b, 1.c, 2.a, 2.b, 2.c, 3.a, 3.b, 3.c, 4.a, 4.b, 5.b, 6.c, 6.d
National Business Education Standards
Information Technology - IV, V, VI, VII, XVI

<p><u>Concept:</u> Graphics and Images</p>	<p><u>Concept:</u> Web Layout Basics</p>	<p><u>Concept:</u> Web Navigation</p>	<p><u>Concept:</u> Accessibility and Usability</p>	<p><u>Concept:</u> Web Design Software</p>
				
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What could be done to maximize the loading speed of your pages? • How could you modify or enhance an image create a visual focal point for your Web page? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What is the difference between padding and margins? • Why should designers use white space? • How does a designer determine the type of layout he/she should use? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • Why is good navigation critical? • How do you determine what should be included in your navigation? • What do you think is important to place on a "Contact Us" page? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What could be done to maximize the accessibility of your Web page? • How can you make sure your Web page is following the recommended guidelines? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How should you evaluate web design software?
				
<p><u>Vocabulary:</u> IMG (tag), GIF, PNG, JPG, No Right-Click Script, Shrink Wrapping Images, Watermarking, Photoshop</p>	<p><u>Vocabulary:</u> headlines, navigation, images, textual content, points of interest, white space, empty space, negative space, breathing room, text width, scan length, padding, margins, fixed width layouts, liquid layouts, lorem ipsum, place</p>	<p><u>Vocabulary:</u> information architecture, organization, 404, search</p>	<p><u>Vocabulary:</u> accessibility, usability, visually impaired, hearing impaired, physically impaired, color blind, design patterns, heuristics, W3C, accessibility validator, alt txt</p>	<p><u>Vocabulary:</u> HTML Editors, Adobe Dreamweaver, Online Editors, WYSIWYG HTML Editors, Text HTML Editors, Free HTML Editors</p>

	holder text, layout designs, layout templates, fold (above the fold)			
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Key Learning: Students will learn and understand how CSS is used to create consistency and allow for easy site-wide changes. The emphasis is on employing their understanding of design principles to inform the modifications and customizations they make to the widget's Cascading Style Sheet.

Unit Essential Question:

Why use Cascading Style Sheets to design your website?

Concept:
How to analyze a widget

Concept:
How to analyze websites

Concept:
Wireframes, design comps, and customizing a widget

- Lesson Essential Questions:
- What is the purpose of the widget?
 - What is its functionality?
 - Who is the audience?
 - Who created the widget?

- Lesson Essential Questions:
- How does the graphic design (balance, emphasis, color, tone, visual hierarchy, and so on) communicate the content?
 - If there are images on the page, do they add value to the content, or are they for decoration and appeal? If they add value, describe how.
 - How well does the layout of text help viewers understand the main points of the site content?

- Lesson Essential Questions:
- What font and color will you use for titles or headings of your widget?
 - What font and color will you use for descriptions of your widget?
 - How will your navigation bar and text navigation help visitors know where they are?
 - How can a wireframe aid in the design process?

Vocabulary:
widget, accordions, tabbed panels, buttons, dialog boxes, pop-up windows, selection boxes, toggle switches, slide shows

Vocabulary:
Class, tag, ID, purpose, audience, design, visual layout, consistency structures, color scheme, visual hierarchy elements, content, bias, currency, source, ability to corroborate information

Vocabulary:
Phases of Web Project (Define, Structure, Design, Build and Test, Launch), design comp, wireframe

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National Business Education Standards

Information Technology - IV, V, VI, VII, VIII, X, XI, XVI, XVII

<p><u>Concept:</u> Selecting and preparing images</p> <p style="text-align: center;">↓</p>	<p><u>Concept:</u> Editing and customizing CSS rules</p> <p style="text-align: center;">↓</p>	<p><u>Concept:</u> Adding a customized widget to a web page</p> <p style="text-align: center;">↓</p>	<p><u>Concept:</u></p> <p style="text-align: center;">↓</p>	<p><u>Concept:</u></p> <p style="text-align: center;">↓</p>
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How can you produce non-destructive editing of images? • Compare and contrast how picture resolution on a computer screen is different than print resolution. 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How do you change a CSS rule when editing a widget in Dreamweaver? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How do you save and publish a customized widget to your web page? 	<p><u>Lesson Essential Questions:</u></p>	<p><u>Lesson Essential Questions:</u></p>
<p><u>Vocabulary:</u> copyright, CS6 tools, cropping, straightening, resizing, adjusting color, retouching, resolution, pixels</p>	<p><u>Vocabulary:</u> Dreamweaver Interface Elements, Views (Design, Code, Split, Live), Widget Browser, CSS Styles</p>	<p><u>Vocabulary:</u> SPRY folders, Preview in Browser, remote server</p>	<p><u>Vocabulary:</u></p>	<p><u>Vocabulary:</u></p>

Key Learning: Students will build Flash skills, understand how professionals use those skills to strengthen communication with interaction and animation, and use Flash to create an interactive experience.

Unit Essential Question:

How do game designers create games?

Concept:
Analyzing Flash

Concept:
Game design

Concept:
Creating a game

Lesson Essential Questions:

- How can flash be used?
- What are the animated screen elements?
- What are the purposes for implementing content as rich media?

Lesson Essential Questions:

- What are the game design principles?
- How is a typical game design workflow similar to the phases of website production?
- What is the difference between simple and complex games built with Flash?

Lesson Essential Questions:

- What kinds of graphic files are available when using Flash?
- How are masking, path animation, eases, and character animation used in simple Flash games?

Vocabulary:

animation principles, animation screen elements, navigation systems, integrated user interface, rich media, interactive games, transitions, 3-dimensional structure, stage, scenes, instance, tween, inverse kinematics, movie clips, stop actions

Vocabulary:

function, win/loss criteria, input, game elements, game play, sounds, action, puzzle, game design workflow, drag-and-drop, simple character movement

Vocabulary:

component assets, bitmap images, vector images, drawing tools, selection tools, masks, symbols, guides and rulers, path animation, eases, character animation, frames, key frames, ActionScript

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National Business Education Standards

Information Technology - IV, V, VI, VII, VIII, IX, X, XI, XV, XVI

<p><u>Concept:</u> Testing a game</p>	<p><u>Concept:</u> Publishing and presenting a game</p>	<p><u>Concept:</u></p>	<p><u>Concept:</u></p>	<p><u>Concept:</u></p>
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How is ActionScripting used in games? • How is publishing a game different than working on a game within the Flash program? • Why is testing a game critical to its development? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • Why are SWF files needed when publishing your game? • Why should you have a variety of people review your game? 	<p><u>Lesson Essential Questions:</u></p>	<p><u>Lesson Essential Questions:</u></p>	<p><u>Lesson Essential Questions:</u></p>
<p><u>Vocabulary:</u> FLA, property key frame, publish settings, opening screen</p>	<p><u>Vocabulary:</u> SWF, AIR, critique</p>	<p><u>Vocabulary:</u></p>	<p><u>Vocabulary:</u></p>	<p><u>Vocabulary:</u></p>

Key Learning: By using interaction and animation for communication, taking a deeper look at audience and audience needs, and using Flash to enhance a visitor’s experience, students will enhance web projects by using digital narratives.

Unit Essential Question:

How does Flash allows designers and developers to deliver filmmaking and traditional animation techniques over the web by offering media-rich effects and animation with support for video and audio content, smaller file sizes, and easier authoring?

<p><u>Concept:</u> Defining a Digital Narrative</p>	<p><u>Concept:</u> Structuring a Digital Narrative</p>	<p><u>Concept:</u> Designing a Digital Narrative</p>
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What are the different types of narratives? • How do filmmaking and animation techniques enhance a website? • How relevant is the narrative content to the overall purpose of the site? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What are the components of a short digital narrative? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • Why do designers make a storyboard for each section of a digital narrative? • Why are transition descriptions used?
<p><u>Vocabulary:</u> digital stories, digital narratives, documentary, cartoon, or personal opinion</p>	<p><u>Vocabulary:</u> project plan, design documentation, delivery requirements</p>	<p><u>Vocabulary:</u> design principles specifically for Flash content, storyboard elements, sketches, general movie settings, client interview</p>

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 National Business Education Standards
 Information Technology - IV, V, VI, VII, VIII, IX, X, XI, XV, XVI

Student Learning Map

Digital Narratives

Web Design II

<p><u>Concept:</u> Building a Digital Narrative</p>	<p><u>Concept:</u> Testing a Digital Narrative</p>	<p><u>Concept:</u> Publishing a Digital Narrative</p>	<p><u>Concept:</u></p>	<p><u>Concept:</u></p>
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How can you design rich media with consistency? • What is optimal asset use? • How can you use a robust text engine to work with complex text in Flash? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How can you tell what the intended message, goals, and audience of a narrative is? • How do the effects and visual content enhance or detract from the overall message and goals of the narrative? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What are the options for publishing Flash documents? • Do the effects and techniques work to reach the intended audience? 	<p><u>Lesson Essential Questions:</u></p>	<p><u>Lesson Essential Questions:</u></p>
<p><u>Vocabulary:</u> review optimal assets, file management, organization of elements, importing images, importing sounds, Text Layout Framework (TLF), leading and tracking, multicolumn text flow, graphic filters, classic tweening, motion</p>	<p><u>Vocabulary:</u> constructive criticism, summarizing project strengths/weaknesses</p>	<p><u>Vocabulary:</u> publication destination options</p>	<p><u>Vocabulary:</u></p>	<p><u>Vocabulary:</u></p>

tweening, accessibility				
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Key Learning: Students will be introduced to various kinds of mobile applications and identify and discuss best practices for developing a mobile application.

Unit Essential Question:

How do design decisions affect mobile device applications?

Concept:
Analyze Mobile Applications

Concept:
Define a Mobile Application

Concept:
Design a Mobile Application

- Lesson Essential Questions:
- How is the delivery of information different on a mobile application vs. a desktop application?
 - What are the best practices for mobile application design?

- Lesson Essential Questions:
- What are the goals and purpose of a mobile application?
 - What are the needs of the audience for the mobile application?

- Lesson Essential Questions:
- What features should be included on a campus guide mobile application?

Vocabulary:
screen size, resolution, feature support, differences in design for mobile devices vs. desktops, best practices

Vocabulary:
needs, concept, goals, user scenarios

Vocabulary:
home page, navigation, news page, google map, home button, copyright

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Information Technology - IV, V, VI, VII, VIII, IX, X, XI, XVI

Student Learning Map

Mobile Applications

Web Design II

<p><u>Concept:</u> Develop a Mobile Application</p>	<p><u>Concept:</u> Review and Redesign</p>	<p><u>Concept:</u> Publish a Mobile Application</p>	<p><u>Concept:</u></p>	<p><u>Concept:</u></p>
<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How can you maintain consistency throughout your mobile application? • What design elements are needed when creating mobile applications? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What would be the best plan to test and debug your mobile application? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • How does the mobile application design best practices influence your application design? 	<p><u>Lesson Essential Questions:</u></p>	<p><u>Lesson Essential Questions:</u></p>
<p><u>Vocabulary:</u> content organization, developing code, assets, ActionScripting, RSS</p>	<p><u>Vocabulary:</u> test, debug, device simulator, usability test, peer review</p>	<p><u>Vocabulary:</u> adapt and scale content screen, publication settings</p>	<p><u>Vocabulary:</u></p>	<p><u>Vocabulary:</u></p>

Key Learning: Students will learn with the Internet, portfolios can be electronic, easily and quickly sharing a designer’s work with anyone in the world. Portfolios communicate accomplishments, works in progress, or personal history and showcase a person's work when applying for a job.

Unit Essential Question:

Why is a web portfolio used in business?

<p><u>Concept:</u> Designing a Portfolio</p>	<p><u>Concept:</u> Constructing a Portfolio</p>	<p><u>Concept:</u> Review and Redesign of Portfolio</p>
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<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • What are the goals and uses of portfolios? • How do you use portfolios to communicate ideas? • What are long term and short term goals of portfolios? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • Why is it important to optimize images for online publication? • Why would you provide contact or a feedback form in your portfolio? 	<p><u>Lesson Essential Questions:</u></p> <ul style="list-style-type: none"> • Why are technical tests and peer reviews a critical step in the design process? • When someone reads your portfolio, what do you want them to think?
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<p><u>Vocabulary:</u> web portfolio, skill set, training, projects, career interests, professional goals, accomplishments, learning plan, web photo gallery, writing for the web</p>	<p><u>Vocabulary:</u> design principles, page design principles, reusable design, document properties, CSS layouts</p>	<p><u>Vocabulary:</u> design, content, peer review</p>
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