

Directions:

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect employability readiness rather than the grades given in class.

Rating Scale:

- 0 No Exposure** – no experience or knowledge in this area
- 1 Not Mastered** – requires instruction and close supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 3 Mastered** – can work independently with no supervision

Web Design

0	1	2	3	A. Apply Introductory Principles	Notes:
				1. Define terms related to Web projects	
				2. Examine the history of the Web	
				3. Evaluate Web resources (e.g., reliability, credibility)	
				4. Use Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites)	
				5. Apply E-Business concepts to Web-related projects	
				6. Identify industry certification opportunities	
				7. Recognize different platforms and browsers in relationship to the Web	
				8. Explain how resolution affects Web page creation	
				9. Identify careers/self-employment opportunities in Web design and production	
				10. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)	

0	1	2	3	B. Explore Legal and Ethical Issues in Web-Related Projects	Notes:
				1. Apply copyright laws in all Web-related projects	
				2. Practice personal Internet safety	
				3. Investigate security issues (e.g., viruses, firewalls, passwords, filters)	
				4. Examine computer crimes and privacy issues related to using the Internet (e.g., HIPPA, permissions)	

0	1	2	3	C. Design An Effective Web Site	Notes:
				1. Define Web page design principles and elements	
				2. Evaluate Web sites based on design elements and principles (e.g., contrast, alignment, color, space)	
				3. Determine the purpose of the Web site	
				4. Identify the target audience	
				5. Evaluate Web sites based on interactive design principles (e.g., navigation, user feedback)	

				6. Select content for site (e.g., research techniques, interview of client)	
				7. Plan an organized layout (e.g., storyboard)	
				8. Select an appropriate navigational structure (e.g., linear, hierarchy, flow chart)	
				9. Choose appropriate color schemes	
				10. Use Web-safe colors and fonts	
				11. Employ proofreading and editing techniques	
				12. Write text applying principles appropriate for Web pages	
				13. Identify Web accessibility issues (e.g., ADA, browser, Web Accessibility Initiative – WAI, Section 508 Standards)	
				14. Evaluate site using Web accessibility tools (e.g., Bobby, Cynthia Says)	

0	1	2	3	D. Demonstrate Image Creation and Manipulation Skills	Notes:
				1. Recognize the different image types and their extensions (e.g., gif, jpg)	
				2. Utilize images from various sources (e.g., Internet, CD, scanner, digital camera)	
				3. Use image editing program to create original raster images (e.g., collages, banners, buttons)	
				4. Use selection tools in image editing program (e.g., lasso, magic wand)	
				5. Use layering techniques in image editing program to better manage images (e.g., ordering, arranging, naming)	
				6. Use image editing program to adjust and transform images (e.g., crop, rotate, skew, color, image dimension size)	
				7. Optimize an image to improve load time (e.g., compress)	
				8. Slice an image into separate parts	

0	1	2	3	E. Demonstrate Page Creation Skills	Notes:
				1. Use Web authoring software to create Web pages (e.g., Microsoft FrontPage, Macromedia Dreamweaver)	
				2. Identify HTML tags and attributes for basic Web page design (e.g., title, metadata, table, link)	
				3. Apply HTML tags and attributes for creating Web pages (e.g., title, metadata, table, link)	
				4. Use a template	
				5. Create a template	

0	1	2	3	F. Apply Effective Web Page Management Techniques	Notes:
				1. Use Web publishing techniques (e.g., ftp)	
				2. Contrast Web hosting account options (e.g., free	

				vs. paid, languages supported, spam filtering options)	
				3. Explain process of obtaining a domain name	
				4. Create an electronic portfolio	
				5. Maintain site accuracy (e.g., verify links, update content)	
				6. Organize all content files into folder management	
				7. Design a site map page	
				8. Submit URL to a variety of search engines	
				9. Implement time management techniques	
				10. Create meta tags to be utilized by a variety of search engines	
				11. Demonstrate ethical behavior	
				12. Conduct usability testing	

0	1	2	3	G. Use Advanced Web Creation Techniques	Notes:
				1. Modify JavaScript (e.g., swap image/rollover, open browser window, validate form)	
				2. Incorporate browser plug-ins (e.g., Adobe Acrobat.pdf, Flash.swf, Quicktime.mov)	
				3. Use Cascading Style Sheets (CSS) to control page elements (e.g., external, internal, inline)	
				4. Describe steps involved in audio/video incorporation (e.g., streaming)	
				5. Apply animation tools and techniques	
				6. Use advanced HTML (e.g., forms, frames, image maps)	