NEWPORT-MESA UNIFIED SCHOOL DISTRICT
Course Description

WEB PAGE DESIGN 1AB-4AB
(Elective Course)

Content covered in this course is described in the Course of Study. Based upon student needs, teachers select appropriate materials from the Instructional Materials List. Classroom presentations of course content are determined by the instructor and described under Teacher Activities. A more detailed outline of this course can be obtained from the instructor. This course is a one semester, repeatable class offered for elective credit.

OVERVIEW:

This course is designed to provide students with the tools and training necessary to design, develop, and manage web pages.

Using the World Wide Web as the primary text, students will examine the principles of web page usage, formal design concepts, and compose, manage and expand the school web site in a laboratory-based classroom. Once students have mastered the tools and language required for that task, they will extend their service into the community by offering their skills to a local business or organization’s web site as a final class project.

Students will also learn about plagiarism, copyright violation, etiquette, and libel. The guide, Wired Style, will function as a journalistic basis for text management. Multiple platforms including Windows, Macintosh, WYSIWYG editors, HTML editors and raw notepad techniques will be utilized and explored. The seminal HTML: The Definitive Guide will serve as the coding text for the course. Advanced students will have the opportunity to learn applets, Javascript and Java. Students will also learn the about plagiarism, copyright violation, etiquette, and libel.

COURSE OF STUDY OBJECTIVES:

1. Students will become familiar with all technology used in web publishing and will use available technology to produce school and community publications.
   1.1 STUDENT ACTIVITIES:
   The student will use available computers and peripherals in the planning, preparation, and production of his/her web page. The student will be familiar with and use software programs in word processing, database, page layout, digital photographic and video editing, animation, HTML editing, FTP, email, and CGI scripts.

   1.2 INSTRUCTIONAL MATERIALS USED:
   • Computers, software, and peripherals needed for web publishing
   • Campus-wide network connected to the on a high speed (T1) line
   • Additional multimedia resources, including CD-ROM and resources

   1.3 TEACHER ACTIVITIES:
   • Facilitate activities and collaborative development of web sites
   • Conduct lectures and guide instructional course work
   • Model good design techniques, presenting new challenges for the students
   • Monitor and evaluate student progress
2. Students will perfect, through practice and application, his/her writing style as is appropriate to the medium and a given audience.

2.1 STUDENT ACTIVITIES:
The student will write both hard copy and online text in a multitude of styles. He/She will engage in editing activities, thus learning the value of clear, concise language. Given several opportunities, the student will be able to write to many different types of audiences, whichever is most appropriate to a given circumstance. Word processing skills will be developed beyond the introductory level.

2.2 INSTRUCTIONAL MATERIALS USED
- Style guides
- Existing award winning websites
- Additional multi-media resources, including CD-ROM and other resources

2.3 TEACHER ACTIVITIES
- Conduct lectures and guide writing practice
- Model good writing habits by writing and sharing with students
- Promote publication of student writing
- Encourage originality of ideas
- Monitor and evaluate student progress

3. The student will use higher-order thinking skills while engaged in the production of school and/or community publications in order to improve his/her ability to develop and critically analyze the design the content of existing and student-created web pages.

3.1 STUDENT ACTIVITIES:
The concepts of analysis and evaluation will be discussed and applied by the student in assessing the quality of communication and visual presentation in an Internet-based environment. The student will read and discuss existing and cutting-edge web sites by other designers including class peers. The student will evaluate work through writing and e-mail correspondence.

3.2 INSTRUCTIONAL MATERIALS USED:
- Internet-connected labs (PC and MAC)
- District e-mail accounts (monitored by the teacher)
- Student projects
- Professional journal articles on the state of the art in web design

3.3 TEACHER ACTIVITIES:
- Facilitate discussions and collaborative learning situations
- Research and present up-to-date information on the technology
- Distribute literature and materials on editing and critiquing skills
- Monitor and evaluate student progress

4. The student will apply all conventions of the English language, follow accepted journalistic style rules, use proper editing technique, adhere to all legal restrictions on the press and broadcast regulations, and follow journalistic standards and ethical considerations in the preparation and delivery of material for publication on the Internet.

4.1 STUDENT ACTIVITIES:
The student will use the correct conventions of the language on his/her copy. The student will edit, proofread, and submit for peer review all writing prepared for publication. The student will use the Wired Style and other accepted technological style rules and use appropriate editing techniques in the correction of his/her copy. The student will discuss student press rights and responsibilities.

4.2 INSTRUCTIONAL MATERIALS USED:
- Wired Style and HTML: The Definitive Guide
- Copy editing symbols
- Press law
- Supplementary materials
4.3 TEACHER ACTIVITIES:
- Instruct on the conventions of language as needed
- Facilitate student discussions for peer review
- Review ethical considerations and the understanding of community standards
- Monitor and evaluate student progress

5. Students will demonstrate the ability to locate and make appropriate use of information from various reference materials.

5.1 STUDENT ACTIVITIES:
The student will plan and conduct research necessary in fulfilling an assignment and generate a sizable website project integrating learning from multiple courses. The student will design search strategies for finding information. The student will learn the principles of a Boolean search.

5.2 INSTRUCTIONAL MATERIALS USED:
- Internet resources, local and remote online servers, international resources
- Multi-media, music, video, film, artistic, and first-hand resources
- Library, encyclopedia, dictionary, thesaurus, non-fiction resources

5.3 TEACHER ACTIVITIES:
- Facilitate research and collaborative learning situations
- Conduct lectures and guide research techniques
- Present and explain use of research materials
- Monitor and evaluate student progress

6. Students will use media and technological resources as learning and communication tools. These may include personal computers, Internet access, CD-ROMs, digital photography and scanning, library books, films, audio tapes, videotapes, newspapers, magazines, dictionaries, and encyclopedias.

6.1 STUDENT ACTIVITIES:
The student will have fulfilled the requirements to receive internet access and maintain appropriate behavior to utilize a district e-mail account. The student will have access to word processing for the purpose of publishing selected files and revising individual writing as well as editing copy before insertion into HTML. The student may use a database to keep records of his/her files. The student will be allowed access to all forms of resource materials appropriate to this new course of study.

6.2 INSTRUCTIONAL MATERIALS USED:
- Computer, printer, modem, ISDN line, online server, appropriate software and hardware
- Internet resources, local and remote online servers, international resources
- Multi-media, music, video, film, artistic, and first-hand resources
- Encyclopedia, dictionary, thesaurus, non-fiction materials

6.3 TEACHER ACTIVITIES:
- Facilitate access to needed materials
- Assign computer time to complete activities
- Present and explain use of equipment
Instructional Materials:

Textbooks:

Articles from selected publications:
- *Educational Leadership*
- *Internet World*
- *MacAddict*
- *Mac World*
- *Wired*
- *Yahoo Magazine*

Audio-Visual Materials:
- Internet resources approved through the District’s firewall security
- Films and videocassettes from the District AV/Media library
- Board approved school-based materials
- Other teacher-selected materials that coordinate with this course description

Required Hardware and Software:
- A PC and/or Macintosh lab with Internet access
- Digital cameras, scanners, printers and CD-ROM drives
- Software capable of editing, publishing and maintaining web pages from the site
- Word processing, spreadsheet, database and graphic editing programs

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