

AOIT Web Design

Course Scope and Sequence

August 2021

Web Design provides a hands-on introduction to designing, building, and launching websites. First, students learn how the World Wide Web works, and they examine successful websites. Then they learn the basics of HTML coding and create their own web pages. Next, students explore various web development tools, and they get practice creating websites using Adobe Dreamweaver. They learn how to make their websites more effective by applying the principles of design as well as usability and accessibility criteria. In the final unit, students explore a variety of web design careers that they might want to pursue.

The course includes a culminating project where students create a website for a client such as a nonprofit organization, a small business, or a school club. Students begin the project by examining their client's business requirements. Then they define a look and feel that is compatible with the client's requirements. After completing these planning steps, they create the website, which involves designing pages using Adobe Dreamweaver, preparing graphics, and writing effective web content. Finally, they test their website for usability and accessibility.

This course is expected to take 77 50-minute class periods.

Unit 1: Getting Started

Lesson 1: Course Introduction

Estimated # of Class Periods: 2

Learning Objectives

- Infer the skills and knowledge about web design needed to be successful in an authentic project
- Identify general web design terms with which to build a taxonomy

Lesson 2: Looking at the World Wide Web

Estimated # of Class Periods: 5

Learning Objectives

- Explain how the Internet works and how documents are connected and transferred
- Compare and contrast the roles of web servers and web browsers
- Describe how the web was developed
- Explain how web pages are constructed

Lesson 3: Exploring Websites

Estimated # of Class Periods: 3

Learning Objectives

- Categorize websites according to their purpose
- Compare and contrast successful and unsuccessful examples of web design

Lesson 4: The Role of HTML

Estimated # of Class Periods: 7

Learning Objectives

- Deduce the meaning of HTML tags and apply them to a sample web page
- Describe how HTML coding works
- Create a web page using HTML coding

Unit 2: Overview of Website Development

Lesson 5: Tools for Website Development

Estimated # of Class Periods: 5

Learning Objectives

- Compare and contrast writing HTML using a text editor and using an HTML (WYSIWYG) editor
- Create and modify simple web pages using Dreamweaver
- Demonstrate the ability to use Dreamweaver to create a website with a home page and other pages linked to it
- Describe a web design tool, technology, or editing application and explain its uses, benefits, limitations, and special features

Lesson 6: Formulating a Website

Estimated # of Class Periods: 8

Learning Objectives

- Identify the steps in the web development cycle
- Classify web development tasks according to the steps of the web development cycle they belong to
- Describe the different types of business requirements that apply to website design
- Design business requirements to help ensure success for a specific website
- Demonstrate the ability to create a table using Dreamweaver
- Demonstrate the ability to use effective designer-client communication skills

Unit 3: Designing a Website

Lesson 7: Planning an Effective Website

Estimated # of Class Periods: 6

Learning Objectives

- Display understanding of the purposes of site maps and wireframes

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- Demonstrate the ability to create a textual site map in Dreamweaver for a site with three levels of linked pages
- Design and develop an effective site map for a website
- Design and develop effective wireframes for a website

Lesson 8: Principles of Design

Estimated # of Class Periods: 5

Learning Objectives

- Identify industry best practices in visual design
- Explain the key concepts of meeting client needs
- Develop an effective look and feel for a website
- Demonstrate understanding of <div> sections in an HTML layout
- Demonstrate the ability to create a menu bar in Dreamweaver

Unit 4: Producing a Website

Lesson 9: Using Development Tools and Techniques

Estimated # of Class Periods: 6

Learning Objectives

- Develop an effective infrastructure for a website, including a layout page, a template based on the layout page, child pages, and library items
- Describe a correct folder structure and naming convention protocol as well as effective file organization for a website

Lesson 10: Gathering and Preparing Web Content

Estimated # of Class Periods: 5

Learning Objectives

- Characterize effective writing for the web
- Create effective written content for the web
- Demonstrate the ability to prepare various types of graphical content for use on a web page

Lesson 11: Preparing a Website for Launch

Estimated # of Class Periods: 6

Learning Objectives

- Evaluate a website for basic usability and accessibility issues
- List the steps that are necessary to determine when a website is ready to launch
- Develop a user testing plan

- Demonstrate the ability to organize and execute a user test of a website

Unit 5: Hosting a Website and Attracting Traffic

Lesson 12: Hosting a Website

Estimated # of Class Periods: 5

Learning Objectives

- Demonstrate the ability to apply professional guidelines to search for, choose, and register a domain name
- Evaluate criteria upon which to select an appropriate web host
- Make generalizations about optimal download speed for a particular website
- Demonstrate the ability to upload and download files using FTP
- Develop a maintenance plan for a client

Lesson 13: Attracting Traffic

Estimated # of Class Periods: 4

Learning Objectives

- Explain and describe the best practices for attracting traffic to websites
- Evaluate an effective search engine optimization strategy
- Describe tactics for building online credibility
- Explain how to use standard techniques to gather and/or track site statistics

Unit 6: Careers in Web Design

Lesson 14: Exploring Web Industry Careers and Learning from Industry Experts

Estimated # of Class Periods: 5

Learning Objectives

- List the types of jobs that are available in the web industry
- Describe entry-level jobs in the web industry and corresponding qualifications
- Evaluate which jobs are most suitable based on personal interests and skills
- Evaluate personal experience and qualifications for potential employment opportunities
- Display understanding of potential employment opportunities
- Develop effective questions for an interview with a guest speaker in the web design field
- Develop an effective cover letter for a potential job opportunity

Lesson 15: Project Presentation and Course Closure

Estimated # of Class Periods: 5

Learning Objectives

- Evaluate personal experience and performance in the course
- Summarize key learning across the whole subject of website creation