

CENTER COMMUNICATION TECHNOLOGY – Intro to Web Design- Level 1 & 2

COURSE DESCRIPTION AND EXPECTATIONS

Instructor: Mr. Esparza

Credit: 5 Semester Hours

Prerequisite: Intro to Center Communication Technology (CCT)

Phone: 720-423-7135

E-mail: jerry_esparza@dpsk12.org

Fall 2011

COURSE DESCRIPTION

Materials:

Many of the classroom lessons are video tutorials. Therefore, students are required to have their own **headphones** everyday in class. Not having headphones will prevent students from doing their blog response and having full access to the class tutorials. Coming without headphones will keep students from doing the assignment and will cause them to get behind with their class assignments. (I will have headphones available for sale if a student desires to purchase them)

Headphone must be obtained by **Aug. 25th, 2011.**

FEES

There is a **\$40** fee for this class. This fee pays for software and school supplies, this lab fee includes part of your membership dues to **SkillsUSA**. Please give the money to Mr. Esparza by **Friday Sept 2nd, 2011**. Checks should be made payable to **Thomas Jefferson High School**.

CLASS RULES AND PROCEDURES

Please refer to the attached CCT class rules for details of the behavior and procedures that will be followed in class. You may also refer to the web site (<http://esparzatech.com>).

MAKE-UP and LATE WORK

Excused Absence: The student will be allowed one day for each day absent, plus one extra day to make up work and test missed.

Unexcused Absence: The student receives a grade of no more than 50% of any work missed as a result of an unexcused absence.

Late Work: I realize there will be times when unforeseen circumstances (particularly with computers) make it difficult for work to be completed on time. Students need to work out a plan with the teacher if such situations occur. After the due date, grades points will decrease daily by 5% up to 50% of possible points. Please plan for the unexpected when completing assignments so that there is ample time to complete all work on time.

Open Lab: The computer lab will be open during lunch on selected days for students who need to complete make up assignments. See posted schedule for lab days. The lab is also open during **Excel time** on Wednesday.

GRADING

Grading will be based upon assignments, blogging, projects, and participation. There may be a group project where individuals will be responsible for their share of the group project. There will also be a team grade. Your grade is cumulative for one semester. Student with grades below a C will be expected to **use Excel Time**.

GRADING SCALE

90-92.9%= A-	93-100% = A	
80-82.9%=B-	83-86.9=B	87-89% = B+
70-72.9%=C-	73-76.9%=C	77-79% = C+
60-62.9%=D-	63-66.9=D	67-69% = D+
Below 60% = F		

Fall 2011 Web Design Level -1

Content Overview:

This course introduces the process and tools for website creation and publishing content on the World Wide Web. Students will learn both professional and Web 2.0 tools including Dreamweaver, Photoshop/Fireworks, Blogger tools. Students will become familiar with and work within the various roles of a web production team and web standards for good web design. A Project Management model will be used throughout the web production process. Critical thinking and analysis is part of being a good web designer. You will be given the opportunity often to reflect on your work and demonstrate your understanding of key concepts in web design.

Tools:

Dreamweaver, PhotoShop, Illustrator, Word Press, Inspiration.

Projects:

1. Students will develop a rubric for good web design in the course of this project. A simple webpage will be created using HTML to post this information.
2. Graphic Design Elements-The principles of design will be demonstrated by creating a front page of a fictitious website, and also reflect on this process.
3. Practice website: To practice skills learned from Dreamweaver, students will create a practice website. Students will be provided the resources for create this site.
4. Redesign an existing website or create a fresh site using best practices rubric. This project will be connected to an RFP.
 - a. **Best Practices:** Site Map, Color Theory, Graphic Optimization, Two-Click Navigation, Focus/Theme, File Management
 - b. **Roles** – Information Architect, Graphic Designer, Content Manager

Blogging

Students will set up a blog at Wordpress.com. This blog site will be used to reflect on your work, facilitate daily assignments and to communicate with other students in the class when working in teams.

Key Learning:

1. Design Principles
 - a. Color Theory
 - b. Layout
 - c. Navigation
 - d. File Management
2. Code
 - a. Basic html – Tags: H1, H2, H3 etc, body, href, br, a, img, ol, iframe
 - b. Tables
 - c. Images
 - d. Links
 - e. Basic CSS
3. Design Process
 - a. Proposals & Planning
 - b. Site Maps
 - c. Navigation Models & Rules (rollovers, two click)
 - d. Types of websites
 - e. Web Design Roles
4. Production
 - a. Dreamweaver Basics
 - b. Creating Assets- Graphic creation/optimization (logos, headers, supporting elements)
 - c. CMS – (WordPress.com)

Spring 2012- Web Design Level 2

Content Overview:

This course continues the process and tools for website creation and publishing content on the World Wide Web. Students will learn both professional and Web 2.0 tools including Dreamweaver, Photoshop, Flash Fireworks, Illustrator, and Final Cut Express tools. Students will learn how to create animation for the web and how to make a video that is web compatible. The foundation for web creation will be using CSS to build your website. Cascade Style Sheets (CSS) is the current web standard for web design layout. Critical thinking and analysis is part of being a good web designer. You will be given the opportunity often to reflect on your work and demonstrate your understanding of key concepts in web design.

Tools:

Dreamweaver, PhotoShop, Fireworks, Garageband, Inspiration, Illustrator, Flash, Final Cut Express

Projects:

1. Upgrade current website with Flash animation
2. Design a practice TJ website
 1. Best Practices: Site Map, Color Theory, Graphic Optimization, Two-Click Navigation, Focus/Theme, File Management, CSS, Animation, Drop down Menu, Video integration
 2. Web Standards: Information Architect, Graphic Designer, Content Manager
3. Create a new website to be posted for "real world" purposes base on the web project rubric.

Key Learnings:

1. Animation using Flash

1. Timeline
2. Frames
3. Layers
4. Symbols
5. Motion Tweening
6. MovieClips
7. actionscript

2. Prototypes – Using PhotoShop

2. Slicing Images
3. Optimization
- 34 Exporting to Dreamweaver

3. CSS

1. Review of basic CSS
2. Typography- Using the right fonts
3. Layouts- Create CSS page layouts
4. External CSS
5. Creating a Template

4. Production

1. Dreamweaver CSS Layouts
2. Dreamweaver CSS- ID div tags
3. Flash- basic Actionscript- create a slideshow
4. Flash – Animation- website integration
5. Final Cut Express- Video editing, compressing, and importing
6. Fireworks- Dropdown menus- Export to Dreamweaver and imbed javascript
7. Illustrator- Logos, Photoshop-mockup