FUNDAMENTALS OF WEB DESIGN
Pierce County Careers Connection
Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

☐ Define and use terminology related to web design
- hyperlinks
- image
- file formats
- tags
- tables
- layers/div
- cascading style sheets (CSS)
- gif
- jpeg
- HTML
- XML
- XHTML
- DHTML
- wave
- midi
- mp3
- mpeg
- swf
- png
- validators
- tif
- metatags
- alt. tags (alternative text descriptions)
- targets
- WYSIWYG

☐ Discuss the difference between web design and web development careers

☐ Research trends and career options in web design
- Select job in labor market
- Explain requisite skills, responsibilities and why job exists
- Examine pay scales
- Discuss history of computers

☐ Explain principles of site management
- Organization
- Asset management
- File structure
- File management
- System development life cycle
- Defining end-user technical capabilities
- Security issues such as:
  - ~Ports used by web services
  - ~Authentication
  - ~Security Certificates
  - ~Privacy and Privacy Policies

☐ Apply business strategies
- Marketing website
- Client/Creator communication

- Locating sites
- Upload techniques
- Research ISPs
- Research web domain names

☐ Apply information architecture
- Click to point
- Menus
- Usability
- User friendly issues
- Load times
- Accessibility

☐ Discuss various scripting languages

☐ Use web programming languages in the production of a web page

☐ Identifying purpose, goals and target audience

☐ Apply principles of design (format, layout, hierarchy, and interactivity) and creative problem solving to classroom web page projects
- Storyboarding
- Typography
- Color
- Layout
- Format
- Hierarchy
- Interactivity
- Navigational systems
- Screen Size

☐ Use CSS to be able to control the layout and text of a web site
- Be able to effect changes site wide using CSS
- Create tableless layouts

☐ Evaluate the quality and design of a web page
- Usability and consistency
- Look and Feel
- Content
- Comparing how similar sites treat usability, consistency, look and feel, and content
- Redesign strategies
- Accessibility

☐ Create, and manipulate images, text, sound and animation to a web format

☐ Using a mix that balances theory, creativity, and technology, design and upload a web site that defines the identity of the client and appeals to a multicultural audience

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☐ Identify and solve design problems

☐ Comply with ethics related to the use of copyrighted materials

☐ Explain and adhere to ADA and section 508 guidelines for accessibility following current web standards

☐ Evaluate a minimum of 2 web design software packages

☐ Build a media rich website as a culminating project that utilizes all design and technical skills from throughout the course
- Create an engrossing, high impact experience
- Demonstrate appropriate uses of multimedia
- Incorporate security concepts

☐ Create a design that looks and performs the same across different browsers

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A student earning a "C" grade or better may earn college credit at one of the following colleges:

College	Course	Credit
Clover Park Technical College	GTC 265	5
Pierce College	DDSGN 150 (CIP Code: 11.0803)	5

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