

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

- 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

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

<u>College</u>	<u>Course</u>	<u>Credit</u>
Clover Park Technical College	GTC 220 (CIP Code: 10.0303)	4
Pierce College	Use Experience Designs for the Web DDSGN 150 (CIP Code: 11.0803)	5