

# GRAPHIC DESIGN: WEB DESIGN (180 Hours)

Course No.: 70-65-65

## COMPETENCY CHECKLIST

Student Name \_\_\_\_\_

Teacher Name \_\_\_\_\_ School Site \_\_\_\_\_

Start Date \_\_\_\_\_ Completion Date \_\_\_\_\_ Certificate Date \_\_\_\_\_

Teacher Signature \_\_\_\_\_ Student Signature \_\_\_\_\_

(Signatures verify completion of course competencies)

### A. **WORKPLACE SAFETY** (2 hrs)

- \_\_\_\_\_ 1. Define workplace safety
- \_\_\_\_\_ 2. Fed/state safety requirements for industry
- \_\_\_\_\_ 3. Safety procedures in graphic design industry
- \_\_\_\_\_ 4. Safety test

### B. **FUNDAMENTALS OF GRAPHICS FOR THE WEB**

(8 hrs)

- \_\_\_\_\_ 1. Scanning basics
- \_\_\_\_\_ 2. Use and purpose of popular image formats
- \_\_\_\_\_ 3. Vector vs. bitmap graphic files
- \_\_\_\_\_ 4. Purpose of vector graphic files
- \_\_\_\_\_ 5. Purpose of bitmap graphic files
- \_\_\_\_\_ 6. Appropriate file resolution (DPI) for internet
- \_\_\_\_\_ 7. Copyright/ownership of web graphic images
- \_\_\_\_\_ 8. RGB color, grayscale and web safe color

### C. **GRAPHICS SOFTWARE** (30 hrs)

- \_\_\_\_\_ 1. Review tools/techniques in Adobe Photoshop
- \_\_\_\_\_ 2. Print & save graphic images in Photoshop
- \_\_\_\_\_ 3. Review use of tools in Adobe Illustrator
- \_\_\_\_\_ 4. Create/save/print graphics in Illustrator
- \_\_\_\_\_ 5. Perform graphic elements for portfolio
- \_\_\_\_\_ 6. Convert graphic formats for web/portfolio

### D. **WRITING AND COMPOSITION FOR THE WEB**

(6 hrs)

- \_\_\_\_\_ 1. Criteria for effective written communication
- \_\_\_\_\_ 2. Writing styles for web vs. printed media
- \_\_\_\_\_ 3. Write persuasive composition for the web
- \_\_\_\_\_ 4. Write persuasive composition for print
- \_\_\_\_\_ 5. Save both compositions in portfolio

### E. **PROOFREADING AND EDITING** (6 hrs)

- \_\_\_\_\_ 1. Editing marks/techniques in correcting copy

- \_\_\_\_\_ 2. Reasons to check proof against original copy
- \_\_\_\_\_ 3. Proofing/checking various layout components
- \_\_\_\_\_ 4. General principles for writing/editing for web
- \_\_\_\_\_ 5. Develop solid naming convention for data
- \_\_\_\_\_ 6. Use elements of text in digital media context
- \_\_\_\_\_ 7. Media limitations for file and local names
- \_\_\_\_\_ 8. Ensuring accessibility to headlines/document

### F. **ELECTRONIC PUBLISHING** (40 hrs)

- \_\_\_\_\_ 1. Define electronic publishing
- \_\_\_\_\_ 2. File Transfer Protocol (FTP)
- \_\_\_\_\_ 3. Electronic publishing process using FTP
- \_\_\_\_\_ 4. Components of general internet technology
- \_\_\_\_\_ 5. Tools used in downloading/uploading files
- \_\_\_\_\_ 6. File size effect on downloading/uploading files
- \_\_\_\_\_ 7. Demo file download/upload, zipping/unzipping
- \_\_\_\_\_ 8. Hyper Text Markup Language (HTML)
- \_\_\_\_\_ 9. Industry standards for HTML
- \_\_\_\_\_ 10. Convert files to HTML and save in portfolio
- \_\_\_\_\_ 11. Various popular shareware/freeware
- \_\_\_\_\_ 12. Emerging standards in electronic publishing
- \_\_\_\_\_ 13. Accessing electronic research sources on web

### G. **INTRODUCTION TO DREAMWEAVER** (22 hrs)

- \_\_\_\_\_ 1. Attributes of Dreamweaver software
- \_\_\_\_\_ 2. Define interface
- \_\_\_\_\_ 3. Describe the Dreamweaver interface
- \_\_\_\_\_ 4. Demonstrate working with Dreamweaver
- \_\_\_\_\_ 5. HTML structure of Dreamweaver

### H. **WEB PAGE CREATION** (40 hrs)

- \_\_\_\_\_ 1. History of web page construction/HTML
- \_\_\_\_\_ 2. Present basic and valid HTML structure
- \_\_\_\_\_ 3. Create code for web display of text & graphics
- \_\_\_\_\_ 4. Work with backgrounds/graphic elements

- \_\_\_\_\_ 5. Proper image, link tagging for accessibility
- \_\_\_\_\_ 6. Create hyperlinks
- \_\_\_\_\_ 7. Ability to work with tables and frames
- \_\_\_\_\_ 8. Create forms that include input boxes
- \_\_\_\_\_ 9. Send information to e-mail address
- \_\_\_\_\_ 10. Working with Java Scripting variables
- \_\_\_\_\_ 11. Add multimedia and sounds to web page
- \_\_\_\_\_ 12. Create web page and save to portfolio

**I. DESIGNING ACCESSIBLE WEBSITES (12 hrs)**

- \_\_\_\_\_ 1. Define web site accessibility
- \_\_\_\_\_ 2. Needs that web accessibility aims to address
- \_\_\_\_\_ 3. Assistive technologies used in web browsing
- \_\_\_\_\_ 4. Emerging standards for web site accessibility
- \_\_\_\_\_ 5. Demo accessible construction of HTML
- \_\_\_\_\_ 6. Demo construction of other file formats

**J. RESOURCE MANAGEMENT (2hr)**

- \_\_\_\_\_ 1. Basics of resource management
- \_\_\_\_\_ 2. Managing resources in web design industry
- \_\_\_\_\_ 3. Examples of effective management
- \_\_\_\_\_ 4. Benefits of effective resource management
- \_\_\_\_\_ 5. Economic/environmental benefits/liabilities

**K. EMPLOYABILITY SKILLS (12 hrs)**

- \_\_\_\_\_ 1. Requirements for employment in field
- \_\_\_\_\_ 2. Applying skills when seeking employment
- \_\_\_\_\_ 3. Review/upgrade resume
- \_\_\_\_\_ 4. Develop portfolio of web design projects
- \_\_\_\_\_ 5. Job specifics for positions in web design field
- \_\_\_\_\_ 6. Qualifications needed for job in web design
- \_\_\_\_\_ 7. Identify potential employers
- \_\_\_\_\_ 8. Complete job application correctly
- \_\_\_\_\_ 9. Importance of punctuality on job
- \_\_\_\_\_ 10. Importance of positive attitude on job
- \_\_\_\_\_ 11. Importance of enthusiasm on job
- \_\_\_\_\_ 12. Importance of appropriate appearance
- \_\_\_\_\_ 13. Importance of upgrading of job skills
- \_\_\_\_\_ 14. Optimal effects of customer service
- \_\_\_\_\_ 15. Contracting and selling your services
- \_\_\_\_\_ 16. Legal issues for web designers/content mgrs.
- \_\_\_\_\_ 17. Importance of self-promotion