

TECHNOLOGY-12/13

SELECTIVE UNIT 2 (S02)

(Web Page Design and Development)
(July 2017)

Unit Statement: The student will be introduced to website design and development. They will create web pages in both the code view and using modern web development software. The student will use the theories of information design to analyze web sites, and debate a current issue in the field. No prior experience with HTML or web design is necessary.

Essential Outcomes: (must be assessed for mastery)

1. **The Student Will** create and validate an html/CSS page with <header>, <title>, <body>, <h1>, <h2>, <image>, <a href>, , and tags.
2. **TSW** create and validate an html page with table, and image elements using a wysiwyg (what you see is what you get) editor.
3. **TSW** will critique an website based on the principles of information design and usability.
4. **TSW** create a web page where the visual hierarchy of elements matches the purpose of elements on the page.
5. **TSW** create an interactive website.

Suggested Materials:

Students can learn the basics of HTML and CSS by using one of the interactive online tutorials available from Codecademy or W3Schools. Create a teacher account to track your student's progress online.

Once the basic elements have been learned, students can try using text editors or Adobe Dreamweaver to create more sophisticated websites.

Suggested websites & Activities:

Use [w3Schools](http://w3schools.com)' free, self-paced and interactive online tutorials.

<https://www.codecademy.com/> - Additional HTML/CSS resources and tutorials.

<https://www.sensible.com/> - *Don't Make Me Think* – Introductory guide to website usability.

Destiny Webpath Express (found on QSI schools Library site) use this search engine to find age-appropriate websites that align with this unit.

ASSESSMENT RUBRICS FOUND ON FOLLOWING PAGES.....

Assessment Rubric – E02 - Web Page Design and Development

Student Name: _____ Date: _____

**To receive a ‘B’ the student must show ‘B’ level mastery on ALL Essential Outcomes. (TSW’s)
To receive an ‘A’, the student must show ‘A’ level mastery on all available and ‘B’ level mastery on all remaining TSW’s.**

TSW	‘A’ Level Mastery	‘B’ Level Mastery	‘P’ Comments
1. The Student Will create and validate an html/CSS page with <header>, <title>, <body>, <h1>, <h2>, <image>, <a href>, , and tags.	Create and validate an html/CSS page that is visually appealing.	create and validate an html/CSS page with <header>, <title>, <body>, <h1>, <h2>, <image>, <a href>, , and tags.	
2. TSW create and validate an html page with table, and image elements using a wysiwyg (what you see is what you get) editor.	Create and validate an html page that is visually appealing.	Create and validate an html page with table, and image elements using a wysiwyg (what you see is what you get) editor.	
3. TSW will critique an website based on the principles of information design and usability.		Will critique an institutional website based on the principles of information design and usability.	
4. TSW create a web page where the visual hierarchy of elements matches the purpose of elements on the page.		Create a web page where the visual hierarchy of elements matches the purpose of elements on the page.	
5. TSW create an interactive website.	Create a visually appealing and easy to use interactive website.	Create an interactive website.	

S02 – Web Page Design and Development Assessment tool				
Level 1	Level 2	Level 3	Level 4	Level 5
web Page (HTML and CSS) Creation Skills				
No HTML formatting tags; text is not broken into paragraphs	Text is broken into paragraphs; headings are used; no other HTML Tags	Headings; Title; Tags such as, preformatted text; styles; centering; horizontal lines, lists, etc.	Same as level 3 plus images and hyperlinks to related material	Same as level 4 plus at least two lists, images as hyperlinks; color or background image, Frames, tables, or image-map (1pt bonus) Use of CSS (1 pt bonus)
Web Page Layout				
Layout has no structure or organization Missing Bkg, Table, Photo, Clip art	Text broken into paragraphs and sections Poor quality Bkg, Table, Photo, Clip art	Headings label sections and create hierarchy; some consistency	Hierarchy closely follows meaning; headings and styles are consistent within pages; text, images, and links flow together.	Consistent format; extends the information page-to-page; easy to read; attention to different browsers and their quirks including IE and Firefox.
Navigation				
One Page	One page with title bar added, heading, etc.	Two pages (or one page with links within page or to other resources); navigation between pages; links work	Three or more pages with clear order, labeling, and navigation between pages; all links work	Title page with other pages branching off, and at least four pages total; navigation path is clear and logical; all links work with a min. of 4 inside and 4 outside links.
Research and Development				
Little Depth Basic Information	Some research and outside of class information gathering evident	Good evidence of research with at least one outside source. At least 2 images.	Same as level 3 plus 2 or more sources. Photographs, charts etc.	Same as level 4 plus evidence of much outside time spent gathering information including at least one interview completed.
Presentation				
No In front Presentation	Reads site No explanation	Shows all aspects shows enthusiasm Talks loud and clear.	And explains reason for different aspects and pages added	And Very dynamic clearly can demo reason for page and how it works. Well prepared and smooth delivery.