

## Design Tools and Electronic Marketing Strategies (Web)



**Teacher:**

Cassandra Ricks

**Contact:**

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**Plan Hours:**

6th TB (12:40-1:30)

**Course Number:**

8154 (OHLAP Credit)

**Pre-requisite:**

Fundamentals of Technology and Multimedia

**Career Clusters:**

Business Management and Administration; Finance; Information Technology; and Marketing Sales and Service

**Locations:**

Various locations across Oklahoma

**Length:**

1 Carnegie Unit (30 class periods theory/145 class periods lab)

### **Course Description**

Students will become proficient in the use of premier, leading edge tools designed to create graphically rich and intuitive websites, productions, and/or publications. The primary focus of this course includes color and design theories, accessibility, and marketing strategies resulting in a digital portfolio. (Layout Design Techniques can substitute for this course. Fundamentals of Web Design can substitute for this course in the Animator, 3D Animator, 3D Modeler, Motion Graphics Artist, and Video Game Designer Career Majors).

### **Knowledge & Skills**

1. Demonstrate advanced design techniques to implement dynamic Sites including scrolling text, dynamic slideshows, feedback forms, preloaders, styling dynamic text with CSS, and sending e-mail from a web form.
2. Complete advanced web design projects with limited supervision.
3. Successfully participate in a teamwork environment to produce interactive media
4. Define scope of work to achieve individual and group goals.
5. Develop time and activity plan to achieve objectives.
6. Incorporate dynamic elements into site design.
7. Produce interactive elements for website.
8. Apply intermediate scripting techniques for interactive design.
9. Explain and implement Web design concepts, including page layout, multimedia, font and color selection, graphic images, audience usability, file hierarchy, and navigation.
10. Manage website development processes.
11. Develop a web strategy with goals and tactics to support it, and implement techniques such as mind mapping and site metaphor concepts.

12. Select and implement basic Web technologies, such as XHTML tables and frames, metadata, and Cascading Style Sheets.
13. Describe and implement advanced Web technologies, such as scripting languages, Dynamic HTML, ActionScript, Extensible Markup Language (XML), server-side technologies, Java applets, and plug-ins.
14. Identify the Internet governing organizations.
15. Understand how to research Internet standards and register a domain name.
16. Complete development of a functional website.
17. Compare in-house website hosting to hosting with an Internet Service Provider.
18. Troubleshoot and publish sites to the Web using various tools and techniques.
19. Describe various assistive technologies.
20. Identify types of disabilities and the problems associated with accessing the Web.
21. Identify accessibility guidelines as they relate to XHTML forms, frames, images, image maps, tables, text, lists, lines, multimedia, metadata, and languages.
22. Demonstrate knowledge of WAI guidelines and the resources available from the WWW Consortium.
23. Identify accessibility techniques used with cascading style sheets (CSS).
24. Describe the tools available for evaluation and the repair of website accessibility.

**Accountability Measures, Assessments, or Evaluation Procedures** (Select from the following)

Adobe ACE:

- Dreamweaver
- Flash
- Photoshop
- ColdFusion
- Muse

Adobe Certified Associate (Choose 1):

- Web Communication Using Adobe Dreamweaver
- Rich Media Communications with Adobe Flash

ODCTE (Choose 1):

- Advertising Design: Production Artist (OD44114)
- Advertising Design: Graphic Designer (OD44112)

Brainbench (2 exams required):

- Presentation Skills
- Marketing Concepts
- Web Design Concepts
- Dreamweaver, Flash, Photoshop, Illustrator, or Fireworks

## Industry Alignments

Brainbench - [www.okcareertech.org/testing/PDF\\_Docs/FY07pdf/H6103\\_Illustrator.pdf](http://www.okcareertech.org/testing/PDF_Docs/FY07pdf/H6103_Illustrator.pdf)

Adobe - [www.adobe.com/training/](http://www.adobe.com/training/)

ODCTE - [http://www.okcareertech.org/testing/Skills\\_Standards/Information\\_Career\\_Cluster.htm](http://www.okcareertech.org/testing/Skills_Standards/Information_Career_Cluster.htm)

Curriculum Resources

Lynda.com Online Learning Library

CIW Foundations curriculum

<http://tv.adobe.com/show/rich-internet-applications-101/>

[http://www.adobe.com/devnet/coldfusion/articles/cf10\\_cfbuilder\\_videos.html](http://www.adobe.com/devnet/coldfusion/articles/cf10_cfbuilder_videos.html)

<http://www.adobe.com/devnet/coldfusion.html>

Exploring 3D Modeling with 3ds max 6, Delmar Learning, ISBN 1401871097

Learning Discreet 3ds max 6 with: George Maestri, Move-based Workshop

MAYA Learning Community

Performing with Projects for the Entrepreneur: Microsoft Office 2003, Blanc and Vento, ISBN 0-619-18445-0

Color Harmony, Chijiiwa, ISBN 0-93560-306-9

Designer's Color Manual, Fraser and Banks, ISBN 0-8118-4210-X

The Non-Designer's Design Book, ISBN 1-56609-159-4

The Digital Designer, ISBN 0-7668-7347-1

Looking Good in Presentations, 3rd ed., The Coriolis Group, 1999

<http://patsula.com/businessplanguides/>

Career Cluster Resources for Information Technology -  
[www.careerclusters.org/resources/ClusterDocuments/itdocuments/ITFinal.pdf](http://www.careerclusters.org/resources/ClusterDocuments/itdocuments/ITFinal.pdf)

[www.okcareertech.org/testing/PDF\\_Docs/FY07pdf/H6102\\_GraphicDesigner.pdf](http://www.okcareertech.org/testing/PDF_Docs/FY07pdf/H6102_GraphicDesigner.pdf)  
<http://tv.adobe.com/show/rich-internet-applications-101/>

<http://www.adobe.com/devnet/coldfusion.html>  
[http://www.adobe.com/devnet/coldfusion/articles/cf10\\_cfbuilder\\_videos.html](http://www.adobe.com/devnet/coldfusion/articles/cf10_cfbuilder_videos.html)  
<http://inkscape.org/en/>  
<http://inkscapetutorials.wordpress.com/tutorial-list-2/>  
<http://www.youtube.com/user/GraphicDesignTuts>  
<http://www.adobe.com/misc/training.html>  
<http://tv.adobe.com/show/introducing-business-catalyst/>  
<http://tv.adobe.com/show/creative-suite-podcast-designers/>  
<http://tv.adobe.com/show/learn-business-catalyst/>  
<http://layersmagazine.com/creating-an-interactive-portfolio-with-indesign.html>  
<http://designinstruct.com/web-design/books-learning-web-design/>  
<http://mashable.com/2010/08/18/free-ebooks-web-designers/>  
<http://webdesignledger.com/>  
<http://www.smashingmagazine.com/>  
<http://www.usereffect.com/>  
<http://www.usability.gov/>  
<http://www.usability.gov/how-to-and-tools/resources/multimedia-and-trainings.html>  
<http://guidelines.usability.gov/>

ctYou BMITE Teacher Resources:

<http://ctyou.org/mod/book/view.php?id=1268>

Career Cluster Resources for Information Technology - <http://www.careerclusters.org/information-technology>

OHLAP Credit

Yes

OCAS Subject Code

8154

Available on CESI? Yes

Is course available for technology centers? Yes

Is course available for comprehensive schools? Yes