Career and Technical Education
Model Curriculum Framework

| X | **Exploratory** | | **Preparatory** |

Course Title: Web Page / Digital Multimedia and Information Design
Program: Trade and Industry
CIP Code: 110801   90 hours
Course Approval: 2002

Standards and competencies used in this curriculum framework are from curriculum designed by Macromedia in partnership with OSPI. This framework also includes standards for Digital Media from the National Workforce Center for Emerging Technologies.
This is the framework for the course "Digital Design I and II" adapted to create "Multimedia."

Performance Task/ Assessments	Standards & Competencies (Exploratory = pre-industry content standard Preparatory = industry standard)	Essential Academic Learning Requirements Benchmark 3 Washington State Goals 1 & 2	Integrating Analytical, Logical, & Creative Thinking Washington State Goal 3	Leadership Skills and Corresponding Activity	Employability Skills	Local District Goals	Estimated hours of student learning time	Relevance to Work Washington State Goal 4
Unit 1: Introduction to the Internet Students will research and develop a class acceptable-use policy and identify parts of a web browser.	**Project and Process Management Skills** ♦ Collaborate with classmates in creating an Acceptable Use Policy **Design Skills** ♦ Investigate how information is displayed on various web browsers (optional) **Technical Skills** ♦ Browsers (optional) ♦ Internet search (optional) **Research and Communication Skills** ♦ Responsibilities of Internet use ♦ History of the Internet (optional) **NWCET** ♦ Discuss legal issues associated with locating and retrieving information from the Internet ♦ Understand Acceptable	**Reading** 1.2 Build vocabulary through reading 2.1 Comprehend important ideas and details **Writing** 2.4 Write for career applications **Communication** 2.2 Develop content and ideas 3.1 Use language to interact effectively and responsibly with others	Sequence Cause/Effect Decision Making Elaboration	On campus club will be available for this activity. Graphics Club already formed through the student leadership on campus. TSA will be researched and presented as an alternative to the Graphics club	**Interpersonal** Participates as a member of a team— contributes to group effort **Information** Interprets and communicates information **Systems** Improves or designs systems—suggests modifications to existing systems and develops new or alternative systems to improve performance		5 hours	Employers will expect their employees to understand policies and procedures and be able to explain them to others as well as understand their ethical responsibilities.

Use Policy, copyright and Fair Use Laws ♦ Conduct research on the Internet and correctly identify site sources in bibliography ♦ Utilize information from electronic communication sources ♦ Compare/contrast the features of two major Internet browsers (Internet Explorer and Communicator) ♦ Explain the history, structure, and relevance of the Internet ♦ Identify the benefits and downfalls of various search engines						

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Unit 2: Graphic Design Using Macromedia Fireworks Students will demonstrate basics of web graphics and proper design principles, scanning, saving files, importing to Macromedia Fireworks, correct naming conventions, use of digital cameras, optimizing images by creating a nameplate, logo, & business card, and creating a storyboard.	**Project and Process Management Skills** ♦ Planning a scan ♦ Storyboarding ♦ Review and redesign ♦ File management and naming conventions ♦ Copyright and image standard practices **Design Skills** ♦ Optimizing JPEGs and GIFs ♦ Composition, contrast and balance ♦ Emphasis ♦ Line ♦ Unity and color ♦ Editing images ♦ Rule of Thirds ♦ Proximity and patterns ♦ Shape ♦ Typography **Technical Skills** ♦ Scanning photographs, objects, and drawings ♦ Using a digital camera ♦ Panel elements and structure ♦ Export window and settings ♦ Effects ♦ Drawing ♦ Text **Research and Communication Skills** ♦ Graphics types ♦ Copyright issues ♦ History of the Internet ♦ Redesign and peer review **NWCET** ♦ Investigate and apply effective communication components for an	**Communication** 2.5 Effectively use action, sound, and/or images to support presentations **Arts** 1.1 Understand and apply arts concepts and vocabulary to communicate ideas 1.2 Organize elements into artistic compositions	Patterns Originality Risking Precision	On campus club will be available for this activity. Graphics Club already formed through the student leadership on campus. TSA will be researched and presented as an alternative to the Graphics club	**Resources** Materials and facilities—acquires, stores, allocates, and uses materials or space efficiently **Information** Acquires and valuates Information **Interpersonal** Teaches others new skills		25 hours	Using good design skills, businesses need graphics that reflect their mission, philosophy, and image.

	effective web page ♦ Research the impact of the digital design web page and implications for having a successful web presence ♦ Create and set up local site and root folders ♦ Infuse original design and graphics where layout is functionally sound ♦ Create a background which compliments layout ♦ Color and graphics are specifically related to page topic ♦ Optimize graphics for optimal performance for Internet site ♦ Incorporate design concepts for typography, composition, movement, line, shape, color, texture, and space						

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Unit 3: Electronic Portfolios and Macromedia Dreamweaver Students will plan, design, and create a portfolio and a home page, link pages and a graphical navigation bar. They will examine usability and accessibility; assure quality assurance via technical testing and user testing, and implement redesign techniques as appropriate.	**Project and Process Management Skills** ♦ Categorizing files in folders ♦ Home page construction ♦ Designing for usability and accessibility ♦ Managing a quality assurance test ♦ Factoring user response into redesign **Design Skills** ♦ Investigate and incorporate color and layout consistently ♦ User interface techniques ♦ Screen size considerations ♦ Consistent website pages ♦ Rebuilding web pages based on user feedback **Technical Skills** Dreamweaver ♦ Panels layout ♦ Creating a root folder and site ♦ Tables ♦ Design view ♦ Inserting images and text ♦ Links—relative and absolute ♦ Alt Tags ♦ Importing ♦ Fireworks interactive images Fireworks ♦ Text ♦ Alignment tools ♦ Button building feature ♦ Exporting buttons HTML ♦ Head section ♦ Formatting tags ♦ Layout tags	**Reading** 1.5 Use features of nonfiction text and computer software 2.3 Think critically about authors' use of language, style, purpose, and perspective **Writing** 2.4 Write for career applications **Arts** 3.3 Use combinations of art forms to communicate in multi-media formats	Patterns Sequence Decision Making Originality	On campus club will be available for this activity. Graphics Club already formed through the student leadership on campus. TSA will be researched and presented as an alternative to the Graphics club	**Resources** Time—selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules **Information** Acquires and evaluates information Uses computers to process information		25 hours	Project design process need to be understood and used to complete many tasks that are required by businesses.

	♦ Backgrounds ♦ Email ♦ Columns and borders ♦ Music **Research and Communication Skills** ♦ Content validity investigation ♦ Navigation web investigation ♦ Design a quality assurance test ♦ Include copyright information for images **NWCET** ♦ Plan and create a storyboard for project with checkpoints and layout for preliminary design ♦ Understand, create and apply navigation links, ideas and concepts ♦ Develop a web that focuses on user-centered design of site visually organized with graphics, text, and hyperlinks ♦ Create text that is readable and appropriately sized for the Internet ♦ Complete an electronic portfolio that contains team projects and individual projects posted to the intranet						

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Unit 4: Web Photo Album Through developing a project plan, the students will create web photo album and catalogue images electronically.	**Project and Process Management Skills** ♦ Write and follow a task list and schedule ♦ Collaboratively build a project plan ♦ Construct a list of deliverables ♦ Build site with tool and audience restriction **Design Skills** ♦ Working with images and thumbnails ♦ Arranging text with images ♦ Creating a prototype ♦ Performing a technical test on a site ♦ Creating directory structure for images **Technical Skills** Dreamweaver ♦ Photo album tool ♦ Aligning images in a table ♦ Working with the site map ♦ Bringing in standard elements from the home page Fireworks ♦ Editing buttons ♦ Optimizing and sizing photographs for a web photo album **Research and Communication Skills** ♦ Collaborate to define a project plan ♦ Develop appropriate commentary on images ♦ Include copyright information for images **NWCET** ♦ Generate personal portfolio web page.	**Writing** 2.4 Write for career applications **Communication** 3.1 Use language to interact effectively and responsibly with others **Arts** 2.2 Generate and analyze solutions to problems using creativity and imagination	Sequence Classify Goal Setting Decision Making	On campus club will be available for this activity. Graphics Club already formed through the student leadership on campus. TSA will be researched and presented as an alternative to the Graphics club	**Resources** Materials and facilities—acquires, stores, allocates, and uses materials or space efficiently **Information** Acquires and evaluates information Organizes and maintains information		10 hours	Project design process needs to be understood and used to complete many tasks that are required by businesses.

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Unit 5: Interactivity Design with Macromedia Fireworks Students will demonstrate the planning and creation of interactive images and adding images to portfolio, slices, layers, frames, and behaviors.	**Project an Process Management Skills** ♦ Plan an interactive image ♦ Evaluate and integrate interactive components into a website **Design Skills** ♦ Storyboard interactive components ♦ Analyze images as a means of information display **Technical Skills** Dreamweaver ♦ Import interactive images Fireworks ♦ Layers ♦ Frames ♦ Behaviors ♦ Disjoint and simple rollover images ♦ Effects ♦ Working with bitmap images ♦ Troubleshoot interactive images **Research and Communication Skills** ♦ Investigate the structure and information display of images ♦ Evaluate the effectiveness and appropriateness of interactive images **NWCET**	**Reading** 1.5 Use features of nonfiction text and computer software 2.3 Think critically about authors' use of language, style, purpose, and perspective **Writing** 2.4 Write for career applications **Arts** 3.3 Use combinations of art forms to communicate in multi-media formats	Patterns Sequence Decision Making Originality	On campus club will be available for this activity. Graphics Club already formed through the student leadership on campus. TSA will be researched and presented as an alternative to the Graphics club	**Interpersonal** Serves clients/customers—works to satisfy customers' expectations **Information** Interprets and communicates information Uses computers to process information		20 hours	Employers will expect the project design process will allow for different ways of presenting themselves to the public.

	♦ Explain the purposes, functions, and common features of design ♦ Import data/graphics/scanned and altered images using design software ♦ Identify and use various graphics, resolution, and file forms at appropriate times ♦ Build and manage the design assets for creating a button						

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Unit 6: Enhancing a User Experience Using design principles, students will determine appropriate animation for communication and take an in-depth look at audience and audience needs. Students will address messaging and branding through a website, product, or program promotion.	**Project and Process Management Skills** ♦ Deal with end-project issues ♦ Writing a proposal with attention to scenarios and audience characterization ♦ Comparative web analysis **Design Skills** ♦ Designing a custom experience ♦ Complex information display ♦ Making screen sketches for interactive experiences ♦ Developing storyboards that are thorough and accurate **Technical Skills** Macromedia Flash ♦ Animation methods ♦ Audio ♦ Drawing/Layers ♦ User interface ♦ Publishing **Research and Communication Skills** ♦ Research audience and appropriate sites ♦ Connect goals with user interaction ♦ Product and/or company investigation to get content ♦ Develop market requirements and analysis ♦ Categorize uses of Macromedia Flash **NWCET** ♦ Integrate audio that matches images and action as appropriate ♦ Create digital images and animation for web presence	**Reading** 1.5 Use features of nonfiction text and computer software 2.3 Think critically about authors' use of language, style, purpose, and perspective **Writing** 2.4 Write for career applications **Arts** 3.3 Use combinations of art forms to communicate in multi-media formats	Patterns Sequence Decision Making Originality	On campus club will be available for this activity. Graphics Club already formed through the student leadership on campus. TSA will be researched and presented as an alternative to the Graphics club	**Interpersonal** Participates as a member of a team—contributes to group effort **Information** Interprets and communicates information **Systems** Improves or designs systems—suggests modifications to existing systems and develops new or alternative systems to improve performance		30 hours	Employees will be able to plan, organize, integrate, and deliver an effective product using a variety of software and hardware tools.