

**BAA Course Description**

**Developed:**

**Principal:**

**School:**

**Grade Level of Course:**

**Number of Course Credits:**

**# of Hours of**

**Developed By:**

**Course Synopsis/Description:**

**The goal of this course is:** To interpret and communicate concepts and ideas on the internet using basic web development software, web design concepts and principles such as color theory, navigation, layout, and usability; to develop time management, organization, and planning skills in completing projects; and to develop individual and team work skills.

**The Course will focus on:**

- Basic web design software
- Basic concepts and principles of web design
- Development of basic web design projects

**Rationale:**

This course will help students develop competencies in the use of the medium of the world wide web. Students will learn to interpret and communicate concepts and ideas using web design software; develop time management, organization, planning and teamwork skills.

Approved

Not Approved/Comment: \_\_\_\_\_

Board Authority Signature Approval: \_\_\_\_\_

Board Authority Approval Date: \_\_\_\_\_

**Prerequisites:**

**Special Training:**

Wide-format printers; scanners; digital cameras; card readers; studio; lights and associated equipment; backdrops; chromakey-background tripods; lighting stands; and battery chargers.

**Facilities Required:**

**Facilities:** Computer lab and studio space

**Software:** Photoshop; Premiere; Freehand; Dreamweaver; Flash; Fireworks; Painter 8; Lightwave; and Indesign

**Equipment Required:**

11" x 17" Printer, Digital Cameras, Software, Computers and peripherals.

**Organizational Structure: (units, topics, modules)**

Unit/Topic	Title	Time
<b>Unit 1: Web design software</b>	Basic web design software	40
<b>Unit 2: Design principles</b>	Basic design principles	30
<b>Unit 3: Major project</b>	Basic web design project	30
	Total Hours	100

**Unit/Topic/Module Descriptions:**

**Unit 1 Overview: Curriculum Organizers and Learning Outcomes**

**Basic web design software**

It is expected that the students will:

- Learn the basic use of the following web design applications: Dreamweaver, Flash, Fireworks, Photoshop
- Apply the fundamental features of these programs and use them in developing web design products

**Unit 2 Overview: Curriculum Organizers and Learning Outcomes**

**Basic design principles**

It is expected that the students will:

- Apply the following web design concepts: color theory, navigation, layout, typography, file formats and digital photography in producing basic web design products

## **Unit 3 Overview: Curriculum Organizers and Learning Outcomes**

### **Basic web design project**

It is expected that the students will:

- Research a basic web design project
- Plan and organize a basic web design project
- Prepare thumbnail sketches of a basic web design project
- Create a basic web design project

### **Instructional Components**

- Demonstration
- Self-directed learning using online (teacher-made) video lesson or documents
- Interactive group work
- Lecture

### **Assessment Component:**

- Testing of software skills and knowledge (30%)
- Quizzes on concepts and principles of design (30%)
- Projects and assignments (40%)

### **Learning Resources:**

- Fully equipped digital media lab
- Industry standard software applications
- Camtasia videos for software training available online
- Powerpoint presentations available online
- Documents available online
- Examples of professional quality designs available online
- Internet

### **Additional Information:**

It is important to note that this course is a Fine Art and Applied Skill credit.