WMHS CTE PROGRAM - WEB DESIGN

WEB DESIGN 1 & 2: HS7711/HS7712   **WEB DESIGN 3 & 4**: HS7713/HS7714

Instructor
Ms. Kourtakis

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Lesson Plans
https://wcskids.schoology.com/
http://kourtakis.weebly.com/

After-School Lab Hours
Wednesday - 2:15-3:15

Mission
Our program's mission is to provide all students with the Technical, Academic and Employability skills necessary to excel in a global market.

Class Rules:

Employability skills are practiced on daily basis through our **Mott P.R.I.D.E**

Be Prepared
Be Respectful
Be Involved
Be Determined
Be Enthusiastic

Overall creating & practicing a habit of **EXCELLENCE**!

Program Highlights

— *VPA credit*
— *Official CTE (Career & Technical Education) Course*
— *Receive college credit articulated through Macomb and Baker after taking Web Design 1, 2, 3 and 4 and meeting articulated agreement standards.*
— *Become certified in coding programs such as HTML, CSS (Web 1) and Software's such as, Adobe Dreamweaver, Adobe Photoshop (Web 2).*
— *Work Based Learning (co-op) opportunity for 2nd year students during 6th hour (Web 3/4)*
— *Application process for Web Design 3 & 4. Students must enroll in the course for a full year as students are responsible for running the school's website, responsible for independent study and applicable for job placement through our Work Based Learning program.*
— *Program courses are broken up by semester, however it is suggested that students take Web Design 1 in the first semester and Web Design 2 in their second semester, creating a full-year course, in order to attain their certifications and be eligible to take Web 3 & 4.*

After completion of the program, students will be able to:

- Participate in a user focused design and development process to produce Web & digital communications solutions,
- Design and employ the use of motion graphics to create a visual Web/digital designs,
- Gather and analyze digital communication customer requirements to best meet consumer needs,
- Prepare digital communication product specifications to communicate specification with various audiences,
- Employ knowledge of Web design, programing, and administration to develop and maintain Web applications,
- Create and implement a digital communication product to meet customer needs, test a digital communication product to evaluate its functionality,
- Identify and implement quality assurance processes to deliver a quality digital communication products and services,
- Perform maintenance and customer support functions for digital communication products to maintain the delivery of quality products that meet customer needs and consider intellectual property issues when creating Web pages;

As well as be to describe, discuss, demonstrate and analyze in the following standards:
Academic Foundations, Professional Business Communications, Information Technology Applications & Systems, Safety, Health & Environmental Concerns, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development and Technical Skills.

Student Materials

- Each student is expected to come to class prepared each day, ready to learn with the necessary tools to accomplish their learning experience. Materials should include folder, writing utensil and student I.D. Students will not be permitted to leave class should they not bring their materials with them. Student textbooks are available online. There will be handouts and other resources students will be expected to bring to class on a daily basis.

- Students will utilize Office 365 and are expected to learn the features of this suite of Microsoft products (email, storage, word, excel, etc.). Schoology will be utilized to turn in assignments and take assessments. A computer will be available during class and you are expected to use it rather than your phone. However, you can download the Schoology app to your electronic device. Students need to communicate any issues of internet availability to Ms. Kourtakis so a solution can be put into place.

Grading

Assessments
All assignments and tasks are assessed in this class as it is a CTE (Career & Technical Education) course. Our main learning objective is to prepare our students so they become employable, as well as college and career ready. Therefore, the assessment grade will be based upon the individual student's employability skills and productivity in the class.

Career Readiness (Employability Skills - 50%)
The Career Readiness grade will include, but not limited to:
- Professional Certifications attained
- Employability Skills – weekly PRIDE assessment
- By definition, employability skills are those traits that are looked upon favorably by an employer and are reinforced through our classroom PRIDE rules. Employers are looking for the following characteristics.
    - Positive attitude
    - Neat, professional appearance
    - Good work habits
    - Punctuality
    - Problem Solvers
    - Critical Thinkers
    - Team leaders, etc.
- The WMHS CTE classes will help students to develop these skills, so that they will be better prepared for work based learning, college and career. The weekly work ethic will be assessed as follows through our classroom PRIDE acronym:
    1. Pays attention and follows directions
    2. Works well with minimal supervision
    3. Works up to potential and shows maximum effort
    4. Makes effective use of time and/or materials
    5. Demonstrates initiative and motivation
    6. Has a cooperative and positive attitude
    7. To support and foster problem solving & critical thinking skills students will be trained to collaborate in teams and be resourceful. Therefore, when questions or issues arise with assignments, assessments, etc., the following will be asked of the individual student and/or team:
        - Did you read the directions?
        - What did you do to solve the problem?

- Did you re-read the material and/or re-trace your steps to find the mistake/problem?
- Did you utilize another resource to find the answer, such as your textbook, Google, YouTube, team members, etc.
- Did you ask at least three people before seeking your boss' (Ms.Kourtakis) assistance? #c3b4ucme
- Work Based Learning Opportunities
  - Students will have the opportunity to participate in the following:
    - Junior Achievement
    - Field Trip Opportunities
    - Guest Speakers
    - Career Fairs
- **Weekly Employability Skills Grading Scale/Range:**
  - A = no infractions
  - B = 1-2 infractions
  - C = 3-4 infractions
  - D = 5 infractions
  - F = 6 or more infractions

Productivity (50%)

The Productivity grade will include, but not limited to:

- Tests
- Quizzes
- Projects
- Class work

Semester End Review

In today's workforce, employees are "graded" through an annual review at the end of the year to determine whether they have met their goals, followed company expectations/guidelines, have a strong work ethic and good attendance. Through this review, employees have a potential to be promoted, earn a raise and receive a monetary bonus!

"We are what we repeatedly do. Excellence then is not an act, but a habit." – Aristotle

We strive to support the excellence of our CTE students by teaching and preparing them for their future careers. Therefore, a Semester End Review will be conducted with each student to determine whether or not a "bonus" shall be awarded. A monetary bonus isn't possible in the classroom, however being a reputable "employee" definitely has its perks in our WMHS CTE courses.

Students may be eligible for both bonus' should they meet the criteria below.

Alternative Final Exam

In order to be eligible for this alternative, informal exam, the below criteria will be strictly followed:

- A- average for the semester
- 5 or less absences per semester
- 3 or less tardies per semester
- 2 or less passes per semester
- Portrayed excellent work ethic throughout the semester in accordance with the classroom rules & weekly PRIDE assessment.

Grade Raise (+5%)
In order to be eligible for this raise, the below criteria will be strictly followed:
- 5 or less absences per semester
- 3 or less tardies per semester
- 2 or less passes per semester
- Portrayed excellent work ethic throughout the semester in accordance with the classroom rules & weekly PRIDE assessments.

Please note:
Students will have formal in-class assessments on specific dates. If EXC/MED absence, students may make up those assessments during after school lab hours. There will also be open book, on-line assessments, which can be done during class time or at home. These assessments will have a specific closing date. Once the assessment closes, they will not be re-opened. It is imperative that students attend class regularly and mark these dates in their calendars to meet the perspective deadlines and expectations of the class.

Your Grade is Your Responsibility…

Per district policy, each quarter is worth 40% of the grade and the mid-term/final exam is worth 20%. Students must be present for the final exam or their overall grade will default to an F. Grades are updated weekly, therefore, parents and students are encouraged to check grades through Schoology & ParentPortal, at least once a week to stay informed and up to date.

Professionalism Policy
All assignments are to be completed in high academic fashion, where proper English and grammar are always practiced and will be graded as such (A – Excellent, without error, B – Good, very few errors, C – Average, many errors, D – Poor, too many errors, F – Missed deadline/never turned in). Assignments are expected to be in on time and presentable. Students are expected to complete their work and turn in by their respective due dates. No student will be issued a pass to retrieve his/her homework. No assessment will be reopened once it has closed. You must utilize technology to assist in reminders, but you are expected to organize your schedule to complete any task by the due date. All assessments have a deadline and students are given a reasonable amount of time and flexibility to complete.

- If you miss a test/assignment it is your responsibility to get the work and take the test during the next open lab time.
- Remember that your grade is your **R E S P O N S I B I L I T Y** . Students that do not make up work or test will be given an F, which will be indicated in PowerSchool.

Furthermore, students will have access to our class social media, blogs, group chats, etc., where they are expected to interact with the utmost integrity and professionalism possible. Students that take advantage of or misuse these social media outlets and/or platforms will face consequences to the full extent.

Cheating
Plagiarism, as well as copying of someone else's work is NOT permitted. If you are caught cheating on any work done in this class, all parties will receive an 'F' on the assignment and/or test, a call will be made home, and a written referral will be given.

Technology/Acceptable Use Policy

The district's Technology Policy is strictly followed in this classroom. Please be aware of the policy, which can be found on the district's website. This includes, but not limited to, accessing another student's drive, copying another student's work, changing the wall paper or default settings on your computer, using another student's password, playing games, downloading files/software without permission and accessing unauthorized web sites.

The District's Policy strictly states, **"Users who disregard this policy and its accompanying guidelines may have their use privileges suspended or revoked, and disciplinary action taken against them"**. Remember the District has complete access to your drive as this is a public network. Electronic devices are not permitted in the classroom unless you have permission. They will be confiscated. This includes, but not limited to, changing the background, downloading files/software without permission, changing settings to "mess with" other users, etc.

The District Policy will be followed strictly. YOUR PRIVALEGES WILL BE TAKEN AWAY IF YOU VIOLATE THE POLICIES with possible disciplinary action such as suspension.

Attendance

Attendance will be handled as prescribed by the Board of Education and the school administration. There will be no exceptions. See Student Handbook for policy. This policy will be strictly followed. **ABSENCE MUST BE VERIFIED BY A PARENT/GUARDIAN** to earn credit on all assignments in class.

Every absence/tardy must be communicated by the student to Ms. Kourtakis **PRIOR** to the absence via professional e-mail utilizing student's Microsoft 365 that the district provided.

Class Entry/Exit & Hall Passes

All students must enter the class and find their assigned seat before the bell sounds. If you arrive later, you will be marked tardy. No one may leave the room or linger by the door until the bell sounds. You must be in your seat before you will be dismissed from class. You will be given **two (2) bathroom passes per semester**. Passes will not be given while a substitute teacher is present.

Digital/Multimedia & Information Resources Design – Course Segments
Segments are covered within a 2 - year sequence

Pathway Standards

I. WEB AND DIGITAL COMMUNICATIONS (2008)

    A. Iterate through the design and development process to create a uniform Web/digital product.

        1. Participate in iterative development with clients and team members.

    B. Participate in a user focused design and development process to produce Web and digital communications solutions.

        1. Analyze Usability and Accessibility as it pertains to customer needs.

    C. Design and employ the use of motion graphics to create a visual Web/digital designs.

        1. Implement functional design criteria.

        2. Create product visual design.

        3. Employ basic motion graphic programming knowledge.

    D. Gather and analyze digital communication customer requirements to best meet consumer needs.

        1. Gather data to identify customer requirements.

        2. Collect requirements data from customers and competing Web sites.

        3. Evaluate requirements data that has been collected.

        4. Demonstrate how to create and receive approval for a Web site plan.

        5. Convey technical concepts from Web design to a non-technical audience.

    E. Define the scope of digital communication work in a written form to summarize and meet customer requirements.

        1. Define scope of work to meet customer requirements.

    F. Prepare digital communication product specifications to communicate specifications with various audiences.

        1. Prepare functional specifications.

    ⊞ 2. Prepare visual design specifications.

    ⊞ 3. Create final project plan.

⊟ **G.** Demonstrate the effective use of tools for digital communication production, development and project management to complete web/digital communication projects.

    ⊞ 1. Select and use appropriate software tools.

⊟ **H.** Employ knowledge of Web design, programming, and administration to develop and maintain Web applications.

    ⊞ 1. Implement functional design criteria.

    ⊞ 2. Create product visual design.

    ⊞ 3. Use basic Web development skills.

    ⊞ 4. Summarize Internet architecture elements.

    ⊞ 5. Employ basic Web programming knowledge.

    ⊞ 6. Employ Web administration skills to maintain a Web application.

⊟ **I.** Create and implement a digital communication product to meet customer needs.

    ⊞ 1. Produce a digital communication product as member of a development team.

    ⊞ 2. List functional design terms and criteria.

       3. Employ functional design terms and criteria.

    ⊞ 4. Create product visual design.

    ⊞ 5. Produce content for a digital communication product.

       6. Acquire content for use in a digital communication product.

    ⊞ 7. Employ Web development knowledge.

    ⊞ 8. Employ Web programming knowledge.

    ⊞ 9. Employ basic motion graphic programming knowledge.

       10. Describe search engine management (SEM) and search engine optimization (SEO).

11. Integrate media elements.

12. Explain concepts involved in social networking.

13. Describe applications and services used to create rich internet applications.

14. Identify Web 2.0 solutions.

J. Test a digital communication product to evaluate its functionality.

1. Develop a test plan for the digital communication product.

2. Implement a test plan for the digital communication product.

3. Resolve product problems.

K. Identify and implement quality assurance processes to deliver a quality digital communication products and services.

1. Summarize digital communication quality assurance measures.

2. Perform quality assurance tasks to produce a quality product.

L. Perform maintenance and customer support functions for digital communication products to maintain the delivery of quality products that meet customer needs.

1. Analyze software technical support needs.

2. Employ customer service techniques and strategies.

3. Perform product maintenance activities.

M. Consider intellectual property issues when creating Web pages.

1. Explain the concept of intellectual property.

2. Differentiate between copyright and trademarks.

3. Describe the function of a non-disclosure agreement (NDA).

Foundation Standards

I. ACADEMIC FOUNDATIONS: Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

+ II. COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.

+ III. PROBLEM-SOLVING AND CRITICAL THINKING: Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.

IV. INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.

+ V. SYSTEMS: Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.

VI. SAFETY, HEALTH AND ENVIRONMENTAL: Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.

VII. LEADERSHIP AND TEAMWORK: Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

+ VIII. ETHICS AND LEGAL RESPONSIBILITIES: Know and understand the importance of professional ethics and legal responsibilities.

+ IX. EMPLOYABILITY AND CAREER DEVELOPMENT: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.

+ X. TECHNICAL SKILLS: Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

− Essential Standards

+ I. ACADEMIC FOUNDATIONS: Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

+ II. COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.

+ III. PROBLEM-SOLVING AND CRITICAL THINKING: Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.

+ **IV.** INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.

+ **V.** SYSTEMS: Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.

+ **VI.** SAFETY, HEALTH AND ENVIRONMENTAL: Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.

+ **VII.** LEADERSHIP AND TEAMWORK: Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

+ **VIII.** ETHICS AND LEGAL RESPONSIBILITIES: Know and understand the importance of professional ethics and legal responsibilities.

+ **IX.** EMPLOYABILITY AND CAREER DEVELOPMENT: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.

+ **X.** TECHNICAL SKILLS: Use of technical knowledge and skills required to pursue careers in all career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

− Career & Employability Standards

+ **I.** APPLIED ACADEMIC SKILLS

+ **II.** CAREER PLANNING

+ **III.** DEVELOPING AND PRESENTING INFORMATION

+ **IV.** PROBLEM SOLVING

+ **V.** PERSONAL MANAGEMENT

+ **VI.** ORGANIZING SKILLS

+ **VII.** TEAMWORK

+ **VIII.** NEGOTIATION SKILLS

⊞ **IX.**   <u>UNDERSTANDING SYSTEMS AND USING TECHNOLOGY</u>

⊞ **X.**   <u>EMPLOYABILITY SKILLS</u>

⊞ **XI.**   <u>MICHIGAN TECHNOLOGY STANDARDS</u>

CTE Program Agreement

I _____ (Print student name) understand that in order to do well in this Career & Technical Education course it will take a commitment on my part to be successful further preparing me for my future college, career and employability. I have read and agree to the terms in the syllabus and expectations as stated above.

Signed: _____ (Student Signature)   Date: _____

I _____ (Print parent/guardian name) have received and fully read the syllabus and expectations for this Career & Technical Education course. I will commit to monitoring my son's/daughter's progress via Schoology/ParentPortal and communicate any questions/concerns with the teacher in a timely manner, prior to the end of the quarter and/or semester.

Signed: _____ (Parent/Guardian Signature)   Date: _____

Parents/Guardians, if you are interested in becoming a part of our CTE Advisory Board Committee to form a business partnership with us and help guide/assist with our courses to meet industry standards and provide our students with the latest in the industry where technology and trends are concerned, please fill out the information below. We appreciate all you that do! Thank you!

Profession: _____   Cell: _____