

Web Publishing & Media Design at RBVHS

Instructor: Mrs. Donna Tlachac (Tuh La' Hotch)

E-Mail: DonnaTlachac@vistausd.org

Web site: <http://www.tlachac.com>

760-727-7284 x 72220

Career Technical Education (CTE) Web Publishing and Media Design Course Description

CTE Web Publishing and Media Design is a web design course where you will write HTML5 code, create interface designs in Photoshop, use Adobe Dreamweaver to develop web pages, and create digital 2-D animations in FLASH for onscreen delivery. Students work on real world projects, developing electronic portfolios published online.

Course Objectives

Students in Web Publishing and Media Design develop FIVE domains of knowledge:

1. Technical user knowledge of existing web development hardware, software, and open source code including CSS, HTML5, functionality of web browsers, web page editors (Dreamweaver), graphic design and digital imaging applications (Photoshop and Illustrator), and 2-D animation authoring programs (FLASH).

2. Information design knowledge for publishing on computers, phones, handheld devices and on screen displays including resolution considerations, screen orientations, interface design, site design, navigation, chunking of information, emphasis, and editorial style.

3. Project management knowledge of website development process including working with clients, negotiating features, developing timelines, preparing Functionality Requirements documents, reporting and establishing update process reports.

4. Graphic Design knowledge including page layout for the Internet, typography, the principles of design, elements of art, and user based design. Throughout the course, an emphasis is placed on the creative process. Effective design principles are discussed as they apply to graphic communications and graphic user interfaces. Students will also learn how to produce electronic data that can be repurposed for print publications.

5. SEO & Marketing Strategies

The prevalent, pervasive and influential advertising strategies of the commercial world are analyzed. Teenagers are actively targeted by advertisers. Students will identify tactics used to target their demographic group. Applying this knowledge, students will design graphics, web pages and media presentations to target specific groups. Online marketing and Search Engine Optimization techniques will be implemented. Using some of the same strategies that advertisers use to influence groups, students will write and create persuasive content.

Presentation Quality Checklist Portfolios

During the course each student will create a portfolio website in Dreamweaver that will be published to the Internet. Project, exercises, assignments and animations will be published as individual web page of the site. At course completion, each student will have created a professional quality electronic portfolio site which they can present to a prospective employer, client, college or University.

To view your son or daughters electronic portfolio, point your browser to:

<http://www.vistaadultschool.com/teachers/dtlachac/2013-14/LastName/>

Blog Web site

Writing will be done online in your own weblog, using the Blogger.com associated with your student VUSD Google e-mail, and in our shared Google Drive. Blog topics will be posted on Tlachac Dot Com and assigned a point value (generally from 10-50 points). You will have the opportunity to choose the topic(s) from the list provided, and post blog topics in your own Web Publishing blog. Student will earn points based on the quality of your blog postings. Your posts will be in an open forum, and therefore available for both the benefit and critique and comments of your classmates. Your blog can count for 10% of your course grade.

Participation

This is primarily a project based, hands on course, where course work simulates current industry standards and practices. We will use instructor led demonstrations to introduce new concepts. Class exercises teach the students to use the software skills needed to create computer graphics, animations and web sites that present clear visual messages. The curriculum is presented as an applied art and technology course.

Attendance is vital for success!

Since classroom activities play a major part in each student's success in the class, attendance is critical. When a student is absent, it is his or her responsibility to make up the assignments that were missed.

Projects & Assignments

Projects and assignments are assigned a value in points and are scored according to **adherence to project guidelines, quality, creativity and ingenuity**. Student may earn points per finished exercise, assignment, or project. Students who perform above and beyond minimal expectations will feel personally rewarded by their successful publications.

Critiques, Presentations & 220 Digital Art shows

Each Project is follow by a student self-assessment or critique of your own work. This gives you a chance to reflect on the creative process, explain how you used the principles of art to arrange the elements of art, demonstrate the functionality of your app, page or movie, and write about your experience. Finally, at each project's completion, students will present their work to the class.

Q. How do you turn in Web Pages and Electronic Assignments such as movies, apps, and animations?

The majority of web design assignments are digital images created in Photoshop; interactive web pages, movies or electronically linked pages created in Dreamweaver or FLASH, which can **only** be properly viewed and assessed on a computer or in an on screen display.

Web page assignments are published on your student web site on the Internet and therefore can be viewed from anywhere in the world. If you publish your work correctly on the Internet, the entire web page and its interactive content will function properly. Think of your website on the Internet as my "digital inbox" for turning in your work.

I look for these types of functionality on your web page assignments:

The assignment is linked from your portfolio home page and a return link is provided.	Links function properly on all pages
A short description is written for each assignment on the home page that describes the project and the techniques used, functionality demonstrated or topic learned in the activity..	Correct Spelling, punctuation, and semantic markup is used to write and present the information in on-screen display across Platforms.
Graphics are the proper resolution for multiple formats (Tablet, phone, computer screen)	Links to resource materials are cited and presented
Visual elements support the content of the page	Images are displayed (no 404 errors)
Navigation elements change appearance on mouse over	Images have alternative tags and pages have titles
FLASH movies download and play as expected	Video and sound files will open in the proper media players
Page elements, typography, and hyperlinks are controlled by an EXTERNAL style sheet	

Q. How Do I Turn in Photoshop Assignments? On your website or in your "220 Digital Inbox"

Photoshop graphics are created in web publishing class to learn digital imaging skills, as they apply to the web. Some of the images that you create become a part of your website. However, many Photoshop creations are for practice and will not be published as part of your online portfolio. These practice exercises are "printed electronically" as an Adobe Portable Document File (pdf) into the homework folder on the RBV Data servers. Each class has its own homework folder where my students can "turn in" their graphics. Think of the homework folder on the RBV server as my "digital inbox" for graphics that you electronically print and save to as an Adobe Acrobat File (pdf).

Q. What is the grading criteria and the competency scale?

Students will receive a grade for work complete during each progress report period. A cumulative grade is assigned at the end of each semester. Students are graded on projects, assignments, quizzes, and exams. Consideration is given to positive attendance and participation in classroom activities. A percentage system is used based on the total points received for all work completed. Workplace and trade related competencies are also evaluated for certification purposes according to the following criterion-based system.

A= 90 –100 All major and minor goals achieved. ALL assignment are turned in on time

B =80 – 89 All major goals achieved; some minor ones not.

C =70 – 79 All major goals achieved; many minor ones not

D= 60 – 69 A few major goals achieved, but student is not prepared for advanced work

F= 0 – 59 None of the major goals achieved. Most assignments are turned in late or not at all

The assignment guidelines were not adhered to. Materials were not uploaded and/or a copy was not placed in the RBV-ROP Network classroom server.

Q. Will I get credit of late work?

Assignments are due on time! Partial credit may be given at the Instructor's discretion. Students should not rely on this concession. It is impossible to receive an A on an assignment that is turned in late. Electronic assignments considered turned in when they are either uploaded to the web server and linked to your home page on the Internet or printed as a pdf in the homework directory on the RBV data server.

What Can I EARN in CTE Web Publishing & Media Design class?

Rancho Buena Vista High School – Elective Credit

You may earn 10 credits of elective credit at Rancho Buena Vista High School. Each semester is 5 credits.

Career Technical Training – ROP Certificate

Basic workplace and job acquisition skills are emphasized throughout the course to build an awareness of career options and advanced educational opportunities in the field of computerized graphic design, web design, website development, multimedia development and computer animation. Upon completion of the course, each student can receive a R.O.P. Certificate of Competency in Web Publishing and Media Design issued by the San Diego County Office of Education Regional Occupational Program. On the ROP Certificate, the marketable skills learned during the year are described in detail for employers or college counselors and are often 4– 5 pages in length.

College Credit – Articulated with the California Community College System

All students who receive an A or a B during both consecutive semesters will be eligible for college credit. Three units of elective credit will be added to a Palomar College transcript as a Web Design 1 – Dreamweaver elective course, if the student meets the credit by exam requirements.

Conduct Students are expected to produce original work. Plagiarism may result in a failing grade and other consequences. A student may not use or copy by any means another's work (or portions of it) and represent it as his/her own. Quotations, photographs, or other artwork used by a student should be given appropriate credit or reference.

TOP AWARDS at the San Diego County Fair Student Showcase Competition

As a component of your final project, you are required to present a polished project in the student showcase competition. Each year, our students are honored as some of the best graphic design, digital art and web design students in the county. Our awards surpassed other high school entries and community college student entries. Last year your fellow students won many of the top graphic awards and were awarded money for their designs by the San Diego Graphic Arts Education Association. Would you like to continue the tradition?

Expectations

It is my pleasure to be your teacher this year. I look forward to getting to know you and look forward to watching you succeed. A respectful decorum is appreciated at all times. I respect you as young adults who are taking advantage of this CTE Class to benefit yourselves in the future by developing communication and publishing skills that will last a lifetime. I believe that abundant creativity flows in a classroom full of people who mutually respect each other.

I have witnessed this personally year after year. Together we have grown and produced some amazing art.

Some of the best students in the world walk through the door of RBV room 220. Welcome!!!