

# Web Publishing & Media Design at RBVHS

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## Web Publishing and Media Design Course Description

ROP Web Publishing and Media Design is a course in writing HTML5, interface design, and digital animation. The most challenging part of web publishing is research or gathering quality information and then organizing the information in a graphic user interface that is readily understood by the viewer. Projects start with learning graphic design skills for web page publishing and then move from teacher directed "makeover" projects where all information is provided, to "open" or "all-inclusive" scenarios in which the student must find and organize as much information as needed by the client. Multimedia Projects include preparation of static web pages and corresponding FLASH content. Students work on real world projects, developing electronic portfolios.

## 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 applications, digital imaging applications (Photoshop), 2-D animation authoring (FLASH), and the use of scanners, digital cameras, and digital video cameras. Writing and implementing functional and logical components such as ActionScript, JavaScript, database tables, programming and search engine tested design.

**2. Information design** knowledge for publishing the on the computer screen including resolution considerations, the principles of orientation, interface design, site design, navigation, chunking of information, emphasis, and editorial style.

**3. Project management knowledge** of web site 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 communication. Art criticism techniques are applied to ensure proper evaluation of the aesthetic and functional qualities of electronic publications. 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 specified groups. Online marketing and Search Engine Optimization techniques will be implemented. Using 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 web site in Dreamweaver that will be published to the Internet. Project, exercises, assignments and animation swill 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/2011-12/period4/lastname/>

## 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 about the tools they can use 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.

## **Q. How Do you Turn in Web Pages and Electronic Assignments such as movies and animations?**

The majority of web design assignments are digital images, interactive movies, interactive web pages or electronically linked pages that can **only** be properly viewed and assessed on a computer. 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 web site on the Internet as my "inbox" for turning in web pages.

### **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

FLASH movies download and play as expected

Button images change appearance on mouse over (Rollover or Navigation bar elements)

Links function properly on all pages

Images are displayed ( no 404 errors)

Images have alternative tags and pages have titles

Visual elements support the content of the page

Typography on the site is properly marked up via a link to an external style sheet

Video and sound files will open in the proper media players

Correct Spelling and punctuation

## **Q. How Do I Turn in Photoshop Assignments?**

Some graphic design assignments are completed to learn a digital imaging skill. Therefore, many graphic projects are for practice and will not be published as part of your online portfolio. Although we print some graphics on paper, a majority of the practice exercises are "printed electronically" as an Adobe Portable Document File (pdf) into the homework folder on the RBV-ROP Data servers. Each class will have its own homework folder where my students can publish or "turn in" their graphics. When you print your graphic as a pdf *and* save it in your class's directory you have successfully "turned it in". Think of the homework folder on the classroom server as my homework "inbox" for graphics.

## **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. Work place 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.

## **Q. Will I get credit of late work?**

Assignments are due on time! Partial credit may be given at the Instructors discretion. Students should not rely on this concession. 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 RBVROP data server.

### **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 ROP 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. **Through the doors of 220 pass some of the best students in the world!**

With that in mind, we must address some important rules of running a classroom in a computer lab.

The following rules of computer conduct must be followed at all times for our joint success:

- We must follow the Rancho Buena Vista Technology Acceptable Use Policy
- Any attempt to circumvent the RBV security system is strictly prohibited.  
Please do not put yourself in a situation where you deliberately choose to break this rule of conduct.
- Use of proxy servers is strictly prohibited and is considered circumventing the RBV Security system
- Students MAY NOT download, unzip, or install any programs or compressed files.
- Students may not join, view the web site of or use file-sharing server to download songs or programs.
- Please check your email at home. Chatting, instant messaging, posting to social network (MySpace, Facebook, etc) and processing E-mail is not allowed unless you are directed to do so.  
Please Note: As an employee and as your teacher, I follow the same rules of decorum.
- If you experience a problem with a computer please bring it to my attention. I will be happy to help.

## **Q. What Can I EARN in 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, web site 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 if the student meets the credit by exam.

Learn more about earning college credit while in high school here: <http://www.rbvhs.org/techprep.html>

### **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 RBVHS- ROP 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. This is a tradition that I would like to continue by giving you the opportunity to have your artwork shine in the San Diego Community. 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. Best wishes to all for a great year.