

Board Approval Date: 08/22/2016

THE NORTHAMPTON AREA SCHOOL DISTRICT
PLANNED COURSE FORMAT: UBD UNIT PLAN FORM

Name of Course: Web Design and Animation	Grade Level: 9-12
Name of Unit: Getting Started with Dreamweaver, Developing a Web Page, Working with Text and Cascading Style Sheets, Adding Images, Working with Links and Navigation, Positioning Objects with CSS and Tables, and Managing a Web Server and Files	Unit Duration: 18 weeks

Pennsylvania Academic Standards

Pennsylvania Academic Standards—Science and Technology and Environment and Ecology—Subject Area 3

PA 3.6 Technological Education

3.6.12.B: Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving and decoding.

PA 3.7 Technological Devices

3.7.10.C: Apply basic computer operations and concepts.

3.7.10.D: Utilize computer software to solve specific problems.

3.7.12.C: Evaluate computer operations and concepts as to their effectiveness to solve specific problems.

3.7.12.D: Evaluate the effectiveness of computer software to solve specific problems.

3.7.12E: Assess the effectiveness of computer communications systems.

PA 3.8 Science, Technology and Human Endeavors

3.8.12: Evaluate the consequences and impacts of scientific and technological solutions.

Pennsylvania Academic Standards—English—Reading, Writing, Speaking, and Listening—Subject Area 1

PA 1.1: Reading Independently

1.1.12.A: Apply appropriate strategies to construct meaning through interpretation and to analyze and evaluate author's use of techniques and elements of fiction and non-fiction for rhetorical and aesthetic purposes.

PA 1.5: Quality of Writing

1.5.12.A: Write with a clear **focus**, identifying topic, task, and audience.

1.5.12.B: Develop content appropriate for the topic.

1.5.12.D: Write with an understanding of **style** using a variety of sentence structures and descriptive word choices. Create **tone** and **voice** through the use of precise language.

1.5.12.E: Revise writing to improve style, word choice, sentence variety, and subtlety of meaning after rethinking how questions of purpose, audience, and **genre** have addressed.

1.5.12.F: Use grade appropriate **conventions of language** when writing and editing.

PA 1.6: Speaking and Listening

1.6.12.A: Listen critically and respond to others in small and large group situations.

1.6.12.B: Demonstrate awareness of audience using appropriate volume and clarity in formal presentations.

Overview of the Unit (description):

This unit will focus on getting started with Adobe Dreamweaver CS5 and teach students the basics of navigating the software. Students will learn how to get started with Dreamweaver, develop a Web page, work with text and cascading style sheets, add images, work with links and navigation, position objects with CSS and Tables, and manage a Web server and files.

Enduring Understandings	Assessments Used to Show the Student's Enduring Understanding	Essential Content & Skills
<p><i>Specifically, what developed insight(s) and/or developed skills(s) must a student acquire to truly understand the topic? What one, two or three developed ideas should students remember years from now after forgetting the small details?</i></p> <p>Adobe Dreamweaver CS5 is a web development tool that lets you create dynamic web pages containing text, images, hyperlinks, animation, sounds, video, and interactive elements. Students will use Dreamweaver to create individual web pages and complex websites consisting of many pages. Students will design elements such as text, tables, rollover images, and interactive elements. Students will also import and integrate elements from other software programs.</p>	<p><i>What assessments will be used to show acceptable evidence of the students' acquisition of the PDE/NBEA Standard and the enduring understanding(s)? Attach the summative assessment(s) and rubric(s) that assess(es) the students' different levels of understanding.</i></p> <p>Summative Assessment(s): Students will apply skills learned in chapters 1, 2, 3, 4, 5, 6, 7 and in class discussions to create full web sites using the tools panel in Adobe Dreamweaver CS5.</p> <p>Formative Assessments: Projects:</p> <ul style="list-style-type: none"> • Chapter 1, 2, 3, 4, 5, 6, & 7 Guided Practice Web Site (Striped Umbrella) • Chapter 1, 2, 3, 4, 5, 6, & 7 Skills Review (Blooms & Bulbs) • Chapter 1, 2, 3, 4, 5, 6, & 7 Portfolio Project • Chapter 3 Project: Using CSS • Authentic Learning Project: Students will work together and collaborate with the Marketing/Entrepreneurship classes to develop a web site for a local business. 	<p><i>What specific concepts, information and skills are necessary for students to achieve true understanding and complete the summative unit assessment(s)? What materials must be meaningfully incorporated into the instruction?</i></p> <p>Concepts and Information: I. Getting Started with Adobe Dreamweaver CS5</p> <ul style="list-style-type: none"> • Explore the Dreamweaver Workspace • View a Web Page and Use Help • Plan and set up a web site • Add a folder and pages <p>II. Developing a Web Page</p> <ul style="list-style-type: none"> • Create head content and set page properties • Create, Import, and Format text • Add links to web pages • Use the history panel and edit code • Modify and test web pages <p>III. Working with Text and Cascading Style Sheets</p> <ul style="list-style-type: none"> • Create unordered and ordered lists • Create, apply and Edit cascading style sheets • Add rules and attach cascading

	<p>Tests:</p> <ul style="list-style-type: none"> • Chapter 1 Internet/Basic Web Design Knowledge Test • Chapter 7 Web Site Management Test <p>Presentations:</p> <ul style="list-style-type: none"> • Mock client web site presentation (typically part of the authentic learning experience) <p>Forums→Ongoing</p> <ul style="list-style-type: none"> • Technology • Current/best coding practices with HTML and CSS • Web Design • Web Design and it's place in the Business World 	<ul style="list-style-type: none"> • style sheets • Use coding tools to view and edit rules <p>IV. Adding Images</p> <ul style="list-style-type: none"> • Insert and align images • Enhance an image and use alternate text • Insert a Background Image and Perform Site Maintenance • Add Graphic enhancements <p>V. Working with Links and Navigation</p> <ul style="list-style-type: none"> • Create internal and external links • Create internal links to named anchors • Create, modify, and copy a spry menu bar • Create an image map • Manage web site links • Incorporate web 2.0 Technology <p>VI. Positioning objects with CSS and Tables</p> <ul style="list-style-type: none"> • Create a page using CSS Layouts • Add content to CSS Layout Blocks • Edit content in CSS Layout Blocks • Create a table • Resize, Split, and Merge cells • Insert and Align images in table cells • Insert text and format cell content <p>VI. Managing a Web Server and Files</p>
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