

Adv. Web Design II

10/13/2011

Technology

Adv. Web Design II

Course Number: 487

Discipline: Technology

Grade Level: 9-12

Course Length: 1 Semester

Credits: 2.5

Course Description: The purpose of this course is to confidently transition students into the professional world of Web Design and Development. Students will focus on preparing for the Adobe Dreamweaver CS5 certification exam. The teacher will administrate the exam at the end of the semester in the classroom setting. The course will also introduce students to Adobe Illustrator, advance features in Photoshop and Acrobat. Illustrator is a professional graphic design application for vector drawing, which can be used to create graphics that scale across several mediums. Acrobat will provide them with the tools to create an E-portfolio, which will be used to showcase their work when applying to colleges or jobs. In conjunction with preparing for the exam and expanding their knowledge on the Adobe CS5 suite students will build and maintain a minimum of 1 website. This website will need to be based on an educational or non-profit environment. When students exit this course they will be prepared to apply for an entry-level job in Web Design/Development.

21st Century Student Learning Expectations:

- Use technology as a tool to research, organize, evaluate and communicate information
- Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.
- Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies.

Adv. Web Design II

Unit: Unit 1, Project Management/Planning Site Design and Layout

Enduring Understanding:	Students will understand the following steps for Introduction to Illustrator: The purpose of using Illustrator Using the Interface Creating 3D Objects Placing and Editing a Digital Photo Creating Patterns Distorting Objects to perspective Evaluating and Maintaining a File
Essential Questions:	<ul style="list-style-type: none">• How does designing a cereal box in Adobe Illustrator to showcase your understanding of how to productively work in Illustrator compare to designing the blue prints for a house?
Unit Objectives: (#) shows mapping to MA Frameworks	<ul style="list-style-type: none">• Students will be able to apply newly learned Illustrator skills onto a creative a project piece.• Students will focus on design principles such as: alignment, contrast, proximity and typography.• Students will learn to use already created pieces as an influence rather than copying- make their own piece! Basic Operations, Gr.9-12: 1.1, 1.2, 1.5 & 1.6 Desktop Publishing, Gr. 9-12: 1.8 & 1.9 Multimedia, Gr. 9-12: 1.33 Web Authoring: Gr. 9-12: 1.36, 1.37, 1.38 & 1.39 Ethics, Gr. 9-12: 2.6
Assessment Activities:	<ul style="list-style-type: none">• Project Proposal• Story Board• Cereal Box
Vocabulary:	<ul style="list-style-type: none">• Design influence, selection tool, direct selection tool, pen tool, rectangle tool, pattern fill, stroke, copy and paste to front, clipping mask, color mode, gradient, live trace, alignment, contrast, proximity and typography.
Common Learning Activities/Labs:	<ul style="list-style-type: none">• Doodle Buddy (iPad)• 3D Box, YouTube Tutorial• Placing Image for filter, YouTube Tutorial• Background Pattern, Adobe Tutorial

Adv. Web Design II

	<ul style="list-style-type: none">• Creating a Shape for Perfect Perspective – step by step tutorial
Project Based Learning Activities:	<ul style="list-style-type: none">• Exploration of Cereal Box Covers• Color and Marketing Theory
21 st Century Student Learning Expectations:	<ul style="list-style-type: none">• Mastery of the technologies being used

Unit: Unit 1, Project Management/Planning Site Design and Layout

What components are essential and non-essential?

- **Project Proposal**
 - Complete proposal at http://mrscullen.com/images/awd2_creativitywithcereal.pdf (pg. 2.) Proposal must be approved by teacher
 - Complete Storyboard through Doodle Buddy, http://mrscullen.com/images/awd2_creativitywithcereal.pdf (pg. 3.)
- **Designing**
 - Create 3D Box
 - Place Image (remove background, clipping mask, filter, live trace, color mode)
 - Define a Pattern
 - Objects in Perspective
http://mrscullen.com/images/awd2_creativitywithcereal.pdf (pg. 4-8)
- **Evaluate**
 - Focus on Target Audience
 - Creativity; cereal name, slogan, mascot
 - Simplicity
 - Design Principles
http://mrscullen.com/images/awd2_creativitywithcereal.pdf