

Lori A. Cullen

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Natick High School
Natick, MA

“It’s not a matter of what should be there,
but rather what could be.” ~Marcel Wilson



EDUCATION
LEADER



Agenda

1. General Introduction

- Instructor
- Participant Survey
- Natick Environment

2. Introduction to Web Design

- Pre-Requisites
- Curriculum Covered (units)
- Outcome

3. Adv. Web Design I

- Pre-Requisites
- Curriculum Covered (units)
- Outcome



4. Adv. Web Design II

- Pre-Requisites
- Curriculum Covered (units)
- Outcome

5. Adobe Certification Associate

- Management
- Benefits

6. Race to the Top

- District Determined Measures

7. Resources

- #CreateEdu
- External Sites

7. Questions

8. Session Survey

General Introduction

Contact



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www.mrscullen.com



<http://www.adobe.com/education/k12/adobe-education-leaders/lori-cullen.edu.html>

Participant Survey

https://eduadvisory.adobeconnect.com/_a|3846|08/natick/

ADOBE® CONNECT™

Natick Tech Day

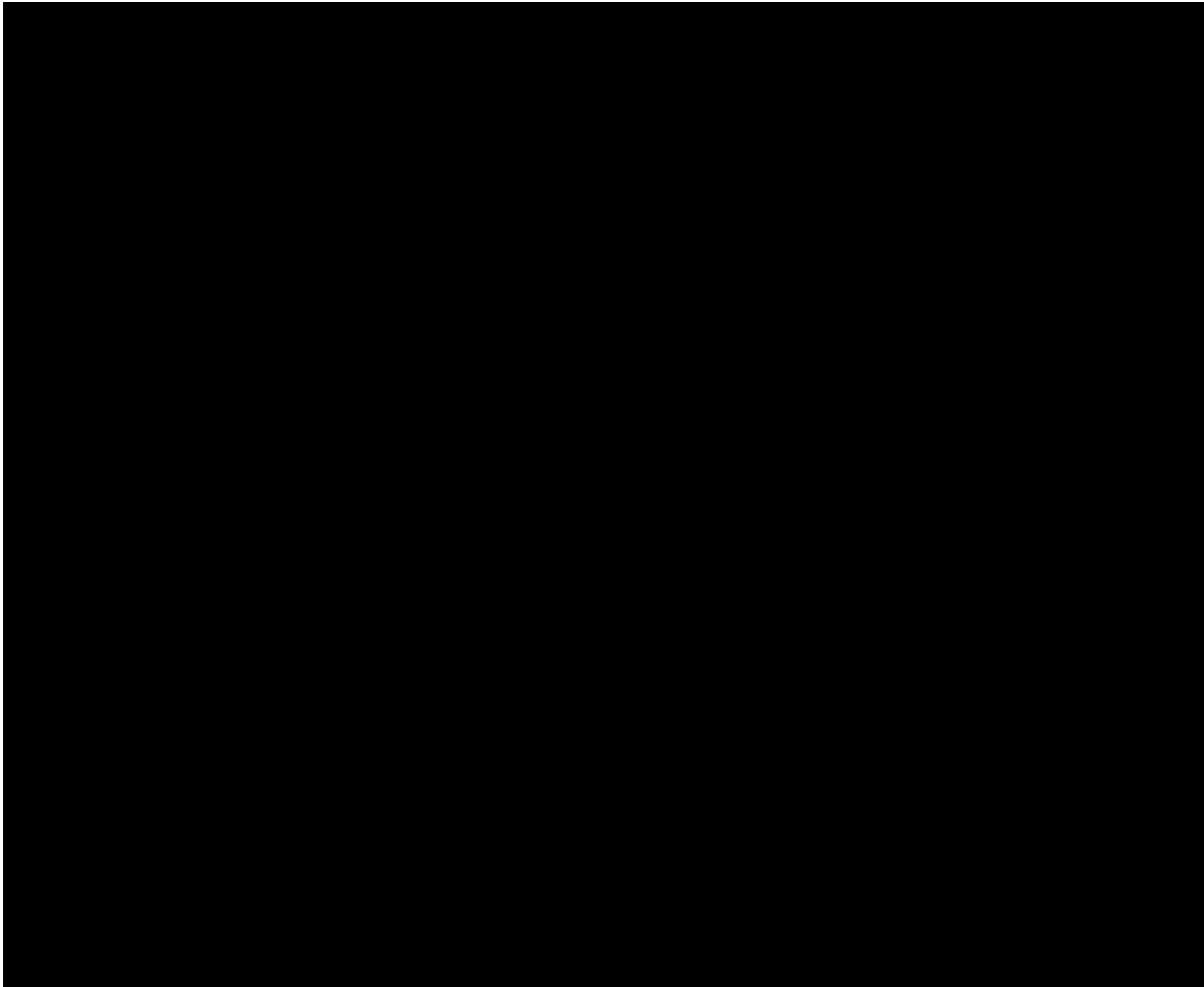
Enter as a Guest

Name

Enter Room

Enter with your login and password (Required for hosts, recommended for registered users)

Natick Environment



- Semester Courses
- 1 Semester = approx. 40 weeks
- See each class either 3 days or 2 days a week (Red & Blue day schedule)
- 1 Class = approx. 90 minutes
- Receive 2.5 Credits

<http://www.youtube.com/watch?v=EHIAAnITOHy4>

Introduction to Web Design

Pre-Requisites

- All grades: 9 - 12
- No pre-requisites are required

Welcome Letter for Parents and Students, http://mrscullen.com/welcomeletter_web.html

Welcome Letter: Intro to Web Design, Spring 2014

Dear Parents,

Welcome to a new semester! I would like to take a few moments to introduce myself. My name is Mrs. Cullen and I will be your child's teacher for the Introduction to Web Design course. This is my seventh year teaching, my fifth year at Natick High School. As an educator, I value my job and the opportunity that I will have to teach your child the requirements he/she will need to complete by the end of the semester to keep up with the fast evolving technological world in which we live.

High School years are challenging and asks students to not only increase his/her skills and knowledge, but to also deal with the every day struggles that most likely did not exist when you or I were in High School. One of those issues is the rapid growth of technology in our activities of daily living. It is my desire and I feel that it is my responsibility, to help students understand how technology can be used as a tool to enhance learning. Your child will be assigned several major projects that he/she will be expected to complete in the classroom.

Lastly, I would like to ask for your permission to be able to post your student's work on my teacher website at www.mrscullen.com and various Web hosting sites. Over the semester students will produce products off the Web, which would be an honor to share with fellow colleagues and students to help improve the Web Development and Digital Media educational community. Also, I request your student to purchase a 2 GB flash drive (approximately, \$5.00) This device will provide your student a safe and secure way to back up work in the class. Please submit the form below before Friday, February 7th.

For further information including the class handbook, outline and general information about my classroom (how I plan to teach your students and expectations I have for your student) visit, www.mrscullen.com.

Sincerely,
Mrs. Lori Cullen
Natick High School Web Design & Media Arts

* Required

Student Name *

Last, First

I give permission for my child's work to be posted on the World Wide Web *

- Yes
 No

Please provide any additional concerns or comments in the space provided below.

Parent/Guardian Signature *

(signature = please type in your full name)

Intro. Web Design Units

- Course Introduction

Keyword Building Assignment: http://mrscullen.com/images/wd_keywordbuilding.pdf

- Design Principles

Express Yourself: <http://mrscullen.com/images/introdesignhandbook.swf>

- Photoshop

Express Yourself: http://mrscullen.com/images/expressyourselfunitfiles_emptyrubric.pdf

- HTML & CSS

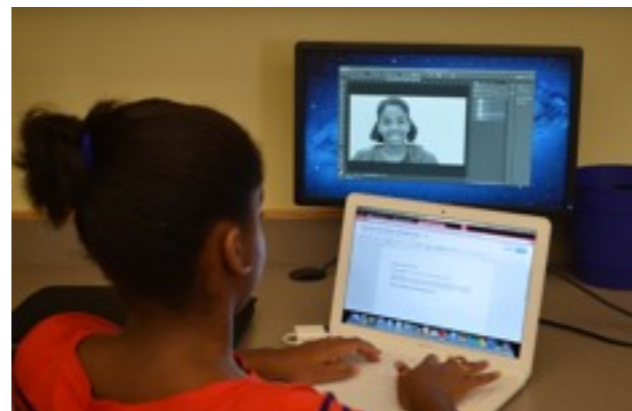
HTML Worksheet: <https://docs.google.com/document...>

CSS Worksheet: <https://docs.google.com/document...>

HTML & CSS Unit Exam: <https://docs.google.com/a/natickps.org/forms...>

reset.css: <http://meyerweb.com/eric/tools/css/reset/>

Skeleton: http://mrscullen.com/images/web_skeleton.pdf



Intro. Web Design Units

- Project Management

Planning for your Personal Site: <http://mrscullen.com/images/projectmanagement.pdf>

- Dreamweaver

Video Tutorial # 1: <https://drive.google.com/file/d/0B3AB6Jav56VpeXljMU9ZaHk5MU0/edit>

Video Tutorial #2: <https://drive.google.com/file/d/0B3AB6Jav56VpdmxZRE5fNkoyeVE/edit>

Video Tutorial #3: <https://drive.google.com/file/d/0B3AB6Jav56VpXlh4LTdUOWtmSlk/edit>

Video Tutorial #4: <https://docs.google.com/file/d/0B3AB6Jav56VpTG5PV3lBbXF3eFU/edit>

- Personal Site

Home Page Rubric: http://mrscullen.com/Images/dw_personalsitehomepagerubric.pdf

All Pages Rubric: http://mrscullen.com/Images/dw_personalsiterubric.pdf

Content Peer Editing Feedback Form: <http://mrscullen.com/images/wdcontentpeergrading.pdf>

Guardian Rubric: http://mrscullen.com/images/web_guardianrubric.pdf

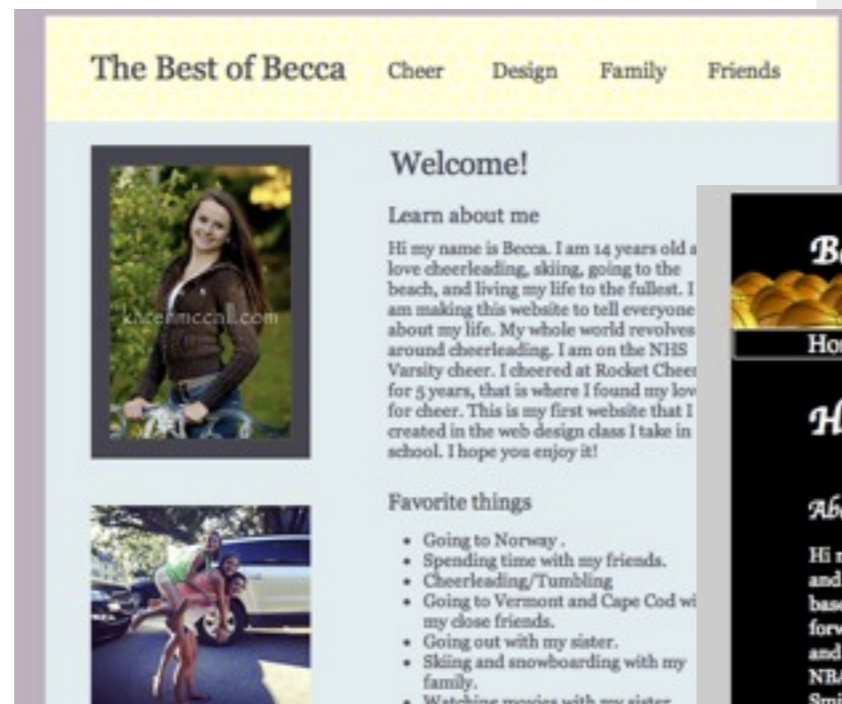
Intro. Web Design Units

- Final Products

www.mrscullen.com/linksintroweb.html

and

www.natickhighwebdesign.com



The Best of Becca Cheer Design Family Friends

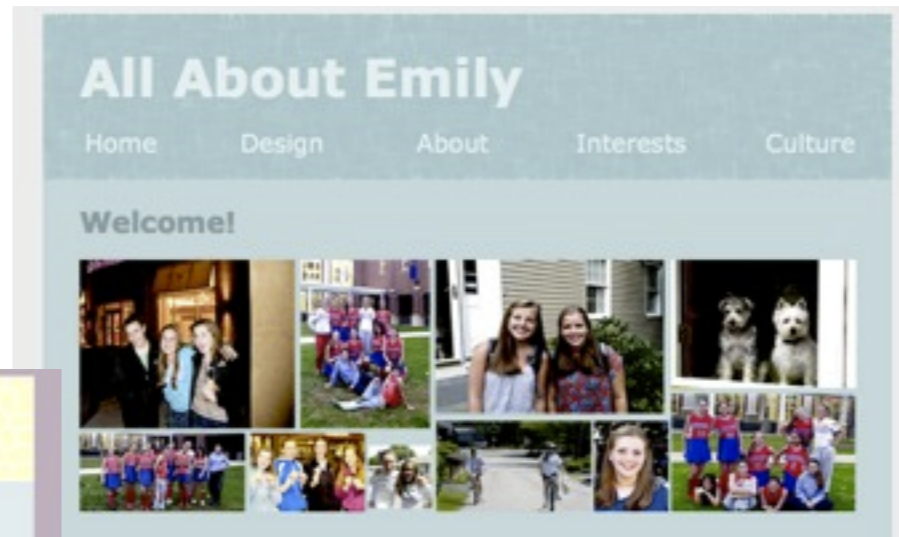
Welcome!

Learn about me

Hi my name is Becca. I am 14 years old and I love cheerleading, skiing, going to the beach, and living my life to the fullest. I am making this website to tell everyone about my life. My whole world revolves around cheerleading. I am on the NHS Varsity cheer. I cheered at Rocket Cheer for 5 years, that is where I found my love for cheer. This is my first website that I created in the web design class I take in school. I hope you enjoy it!

Favorite things


- Going to Norway .
- Spending time with my friends.
- Cheerleading/Tumbling
- Going to Vermont and Cape Cod with my close friends.
- Going out with my sister.
- Skiing and snowboarding with my family.
- Watching movies with my sister.



All About Emily

Home Design About Interests Culture

Welcome!



Bojun Yang

Home Design Basketball Hobbies Top 5

Home

About Me

Hi my name is Bojun Yang. I go to Natick High School(NHS) and am a freshman. I am asian. I play basketball and a little baseball. I am on the freshman basketball team for NHS. I play forward/center on the team. I also like to game on Black Ops 2 and 2K12. Some tv shows I like are Family Guy and I watch NBA games as well. The picture on the right is me with Nolan Smith, a NBA player. In my free time I like to listen to music and play basketball.

Goals

- Get in to a Good College
- NCAA
- Get a car
- Get a good paying job

A new sport I am going to try is volleyball. I am going to tryout in spring for the Freshman team. My favorite class in school is study. I like to eat a lot of food. I like doritos and chex mix.



Adv. Web Design I

Pre-Requisites

- All grades: 9 - 12
- Pre-requisites, B+ or higher in Intro. Web Design and Teacher approval (approval form.)

Teacher Approval Form: <http://mrscullen.com/images/teacherapprovalform.pdf>

Welcome Letter for Parents and Students, http://mrscullen.com/welcomeletter_advweb1.html

Teacher Approval Form Advance Web Design I and Advance Web Design II

• Course Description

Advance Web Design 1: The purpose of this course is to prepare students for a future where they can properly harness advance web design skills. The course covers advance Hypertext Markup Language (HTML) and CSS Style Sheets, as well as advance topics in Dreamweaver and Photoshop as it pertains to Web Design. It will also introduce students to Adobe Acrobat and Connect. Students will complete classroom work in addition to peer group activities and independent projects. They will create 2 Websites each serving a different purpose and audience. Many professions value an employee who is proficient and advance in HTML, Adobe Dreamweaver and Photoshop. This class will provide them with the skills necessary to use these technologies in such a way that they would be confident in adding them to their resume.
Pre-Requisites: B+ or higher average in Introduction to Web Design and teacher approval

Advance Web Design 2: 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 CSS certification exam. The teacher will administer the exam at the end of the semester in the classroom setting. The course will also introduce students to Adobe Illustrator, Flash and Acrobat. In conjunction with preparing for the exam and expanding their knowledge on the Adobe CS4 & CS5 suite students will build and maintain a minimum of 1 Website. This site 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.
Pre-Requisites: B+ or higher average in Advance Web Design I and teacher approval

Student Name: _____

Course Requesting Permission (circle one): Adv. Web Design I or Adv. Web Design II

Year of Graduation: _____ Guidance Counselor: _____

Teacher Signature (Mrs. Cullen): _____ Date _____



Adv. Web Design I Units

- Introduction to Course

Even Geniuses Work Hard

- Design Principles

Adv. Design Principles: <http://mrscullen.com/images/designhandbook.pdf>

Photography Composition: <http://mrscullen.com/images/photographycomposition.pdf>

- Adv. Photoshop

Photoshop Chapter Assignment: http://mrscullen.com/images/awdI_photoshopunit.pdf

- Adv. Dreamweaver

To Review and Know: <http://natickhighwebdesign.com/advanceclassfall2011/>



Adv. Web Design I Units

- Bringing it All Together (class site)

Assignment: <http://mrscullen.com/images/bringingitaltogether.pdf>

Example: <http://natickhighwebdesign.com/bringingitaltogetherspring13/index.html>

- Project Management

Planning for your Educational Site: <http://mrscullen.com/images/projectmanagement.pdf>

- Educational Site

1. Mid-Check/Home Page Rubric: http://mrscullen.com/images/awd_educationsite_midcheck.pdf

2. Page 3 Rubric: http://www.mrscullen.com/images/awd1educationsite_sidepages.pdf

3. Final Rubric: http://www.mrscullen.com/images/awd_educationsite_final.pdf

4. Teacher Feedback Form: http://www.mrscullen.com/images/awd_teacherfeedbackform.pdf

Adv. Web Design I Units

- Final Products

www.mrscullen.com/linksadvwebI.html

and

www.natickhighwebdesign.com



Adv. Web Design II

Pre-Requisites

- All grades: 9 - 12
- Pre-requisites, B+ or higher in Adv. Web Design I and Teacher approval (approval form.)

Teacher Approval Form: <http://mrscullen.com/images/teacherapprovalform.pdf>

Welcome and Exam Letter for Parents and Students, http://mrscullen.com/welcomeletter_advweb2.html

Teacher Approval Form
Advance Web Design I and Advance Web Design II

• Course Description

Advance Web Design 1: The purpose of this course is to prepare students for a future where they can properly harness advance web design skills. The course covers advance Hypertext Markup Language (HTML) and CSS Style Sheets, as well as advance topics in Dreamweaver and Photoshop as it pertains to Web Design. It will also introduce students to Adobe Acrobat and Connect. Students will complete classroom work in addition to peer group activities and independent projects. They will create 2 Websites each serving a different purpose and audience. Many professions value an employee who is proficient and advance in HTML, Adobe Dreamweaver and Photoshop. This class will provide them with the skills necessary to use these technologies in such a way that they would be confident in adding them to their resume.
Pre-Requisites: B+ or higher average in Introduction to Web Design and teacher approval

Advance Web Design 2: 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 CSS certification exam. The teacher will administer the exam at the end of the semester in the classroom setting. The course will also introduce students to Adobe Illustrator, Flash and Acrobat. In conjunction with preparing for the exam and expanding their knowledge on the Adobe CS4 & CS5 suite students will build and maintain a minimum of 1 Website. This site 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.
Pre-Requisites: B+ or higher average in Advance Web Design I and teacher approval

Student Name: _____

Course Requesting Permission (circle one): Adv. Web Design I or Adv. Web Design II

Year of Graduation: _____ Guidance Counselor: _____

Teacher Signature (Mrs. Cullen): _____ Date _____



Adobe Creative Suite 5 ACA Certification Prep Basics, by: Debra Keller
[http://books.google.com/books/about/Adobe Creative Suite 5 ACA Certification.html?id=AllqOhbl67MC](http://books.google.com/books/about/Adobe+Creative+Suite+5+ACA+Certification.html?id=AllqOhbl67MC)

Adv. Web Design II Units

- Introduction to Course

What Do You Remember? Pre-Assessment: http://mrscullen.com/awd1_preassessment.html

What Most Schools Do Not Teach, Inspirational Video:

https://www.youtube.com/watch?feature=player_embedded&v=nKlu9yen5nc

- Review and Know in Dreamweaver

Assignment: http://mrscullen.com/images/awd2_reviewandknowassignment.pdf

Example: <http://www.natickhighwebdesign.com/marksoma/reviewandknow/#>

- Photoshop Ping Pong or School Design Project

Photoshop Ping Pong: <http://mrscullen.com/photoshoppingpong.html>

School Project/Flyer: http://mrscullen.com/images/artfestivalflyer_directions14.pdf

- Project Management, Professional Site

Assignment: http://mrscullen.com/images/awd2_projectmanagement.pdf



Adv. Web Design II Units

- Professional Site

Building:

Start Building: http://mrscullen.com/images/awd2_startbuilding.pdf

Reports:

Site Reports: http://mrscullen.com/images/wd_sitereports.pdf

Search Engine Optimization: <http://natickhighwebdesign.com/bringingitaltogetherspring13/searchtags.html>

Rubrics:

Mid-Check, Home Page Rubric: http://mrscullen.com/images/awd2professionalliosite_midcheck.pdf

Page 3 Rubric: http://mrscullen.com/images/awd2professionalsite_sidepages.pdf

Final Rubric: http://mrscullen.com/images/awd2professionalsite_final.pdf

- ACA Exam

1. Certiport.com
2. Adobe Creative Suite 5 ACA Certification Prep Basics, by: Debra Keller
3. Materials from Inside the Classroom

** See Slide 42 for more details*

Adv. Web Design II Units

- Final Products

www.mrscullen.com/linksadvweb2.html

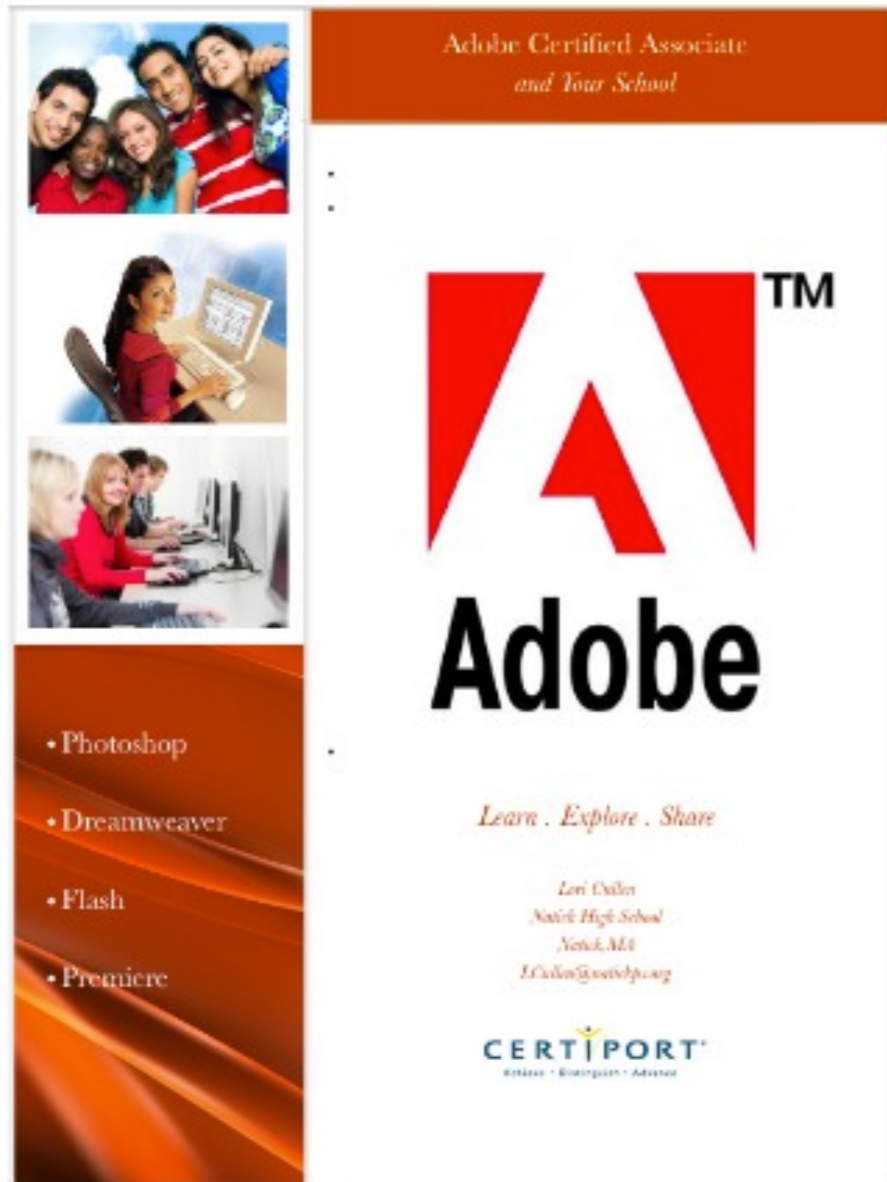
and

www.natickhighwebdesign.com



Adobe Certification Associate

Presentation



Adobe Certified Associate
and Your School

- Photoshop
- Dreamweaver
- Flash
- Premiere

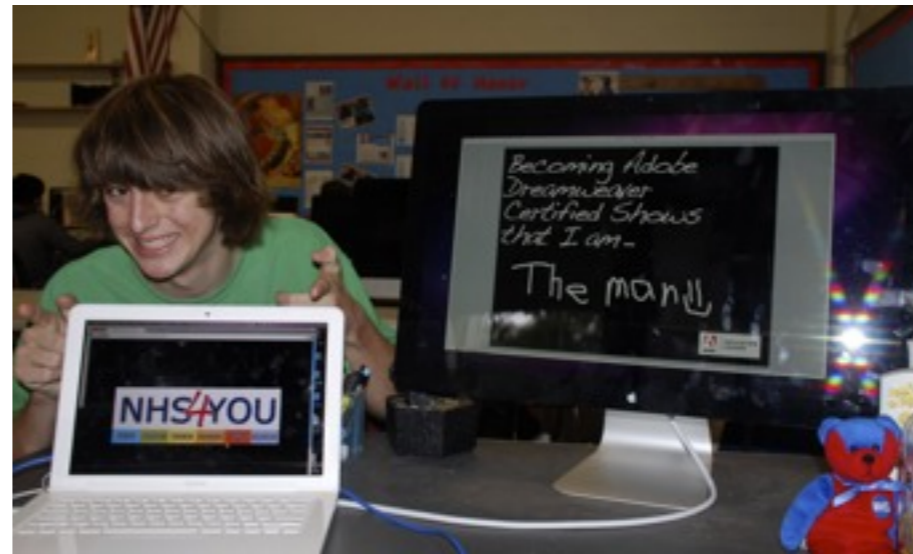
AdobeTM

Learn . Explore . Share

Levi Cullen
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CERTIPORT[™]
Adobe • Microsoft • Apple

The slide features a vertical list of Adobe products on the left, the Adobe logo in the center, and the name and contact information of the presenter, Levi Cullen, at the bottom. The background is white with an orange header and footer.



http://mrscullen.com/images/adobe_certificationpresentation.pdf

<http://www.mrscullen.com/adobecelebrationevent.html>

Race to the Top

District Determined Measure

During the 2013 – 2014 school year students in the Introduction to Web Design course will progress in their ability to create and implement a file structure organization system, which aligns with the process of publishing files to the Web. By the end of the semester 75% of students will have used a proper file structure organization system to publish their web sites to the WWW.

Pre-Assessment:

http://docs.google.com/a/natickps.org/forms/d/1Phm-ST_m6R_1W-0TJ-DhfsTB40bJ80GTKTrrXpSvKj0/viewform

Mid-Check:

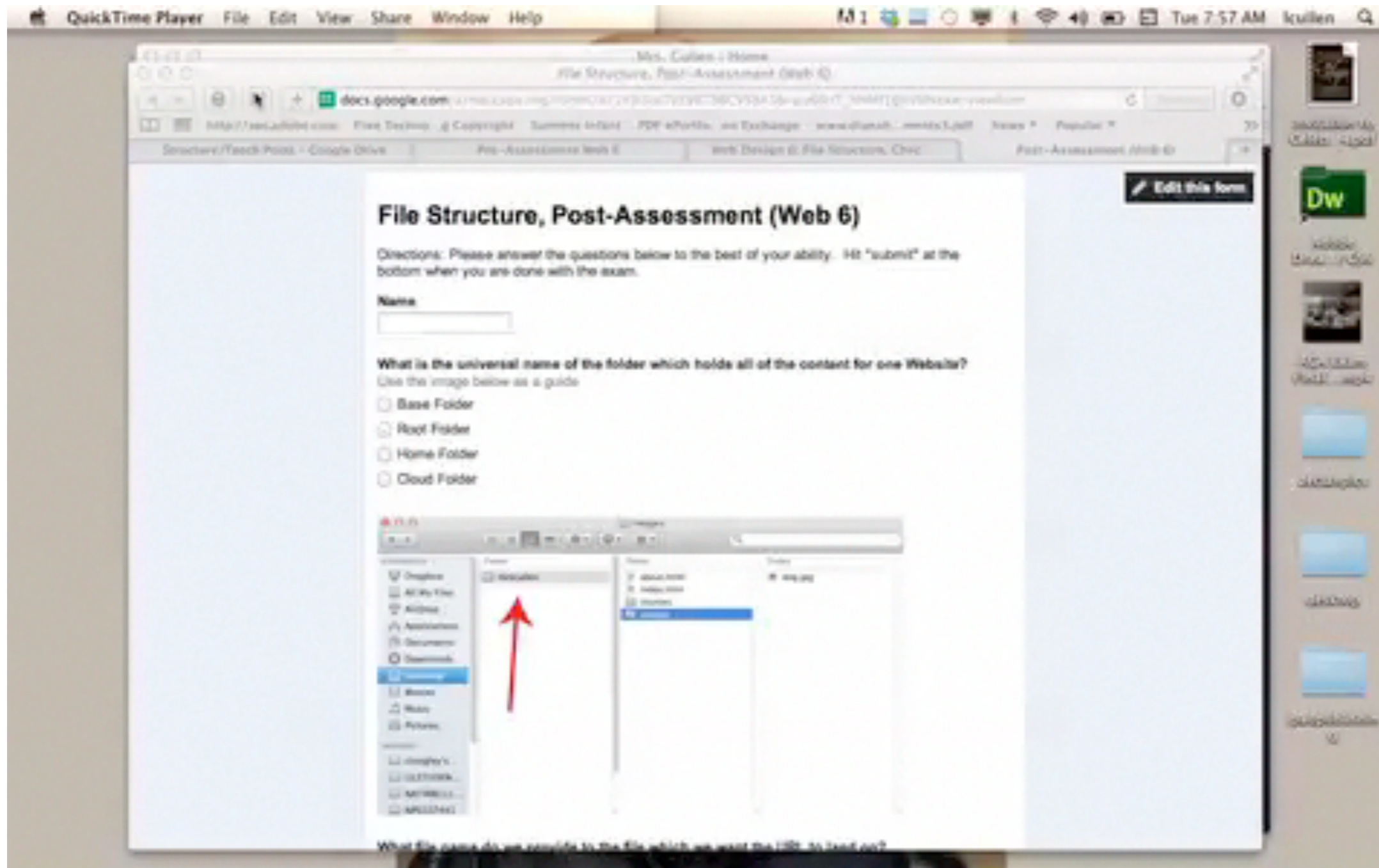
<https://docs.google.com/a/natickps.org/forms/d/1As0ZITKcMss-xFMJjX-2gK9iBAfpBU7Y1FECFR3RvI/viewform>

Post-Assessment:

https://docs.google.com/a/natickps.org/forms/d/1n9i5mTVEVRTb6CVS8A56-yJy69nT_hHMf1gfIVNNexw/viewform



Delivery Process



View slide in presentation mode to watch the video included above.

Data

Overall Growth for Web 6

Element	Average Score	Increase in Growth
Pre-Assessment	54%	
Mid-Check	70%	16%
Post-Assessment	81%	11% (overall = 27%)

Overall Growth for Web 7

Element	Average Score	Increase in Growth
Pre-Assessment	50%	
Mid-Check	68%	18%
Post-Assessment	81%	13% (overall = 31%)

Growth Chart for Both Classes

Element	Average Score	Increase in Growth
Pre-Assessment	52%	
Mid-Check	69%	17%
Post-Assessment	81%	12% (overall = 29%)

Data, Student Break Down

Web 6

Total Number of Students	Number of Students on Sped/504	Time of Class
25	2	Semester I Blue Day, 9:40 - 11:00

Web 7

Total Number of Students	Number of Students on Sped/504	Time of Class
25	0	Semester I Blue Day, 11:27 - 12:52

Additional Data (breakdown)

1. Spreadsheet by Anna: https://docs.google.com/a/natickps.org/spreadsheet/ccc?key=0AtETletjpQXHdDdKNzhZMGhKbWR6dXNpUlgxdGtITnc&usp=drive_web#gid=0

2. Personal Breakdown: http://mrscullen.com/images/teachpointanalysis2013_2014.pdf

Future Plans

The class in which I applied my DDM to was Introduction to Web Design. On average about 95% of the students has no prior knowledge of the curriculum covered in this course. As a result, of the statistic listed above I provided the students with some background in connection with file structure before administering the pre-assessment. I did not feel as though I would create a positive atmosphere in the classroom by giving the students an assignment I knew they had no prior knowledge about or that I knew they would clearly receiving a failing score. I did teach a small amount of the curriculum before assigning the pre-assessment.

After seeing the scores I believe I taught to much information to the students before assigning the pre-assessment. In the future I would provide the students with a quick introduction to the unit but not go into as much details as I did this semester.

** A more detailed summary of my future actions is also provided in the video on slide 3 (towards the end of the video.)*



Resources

Resources

1. Adobe Education Exchange

- <http://edex.adobe.com>

2. W3Schools

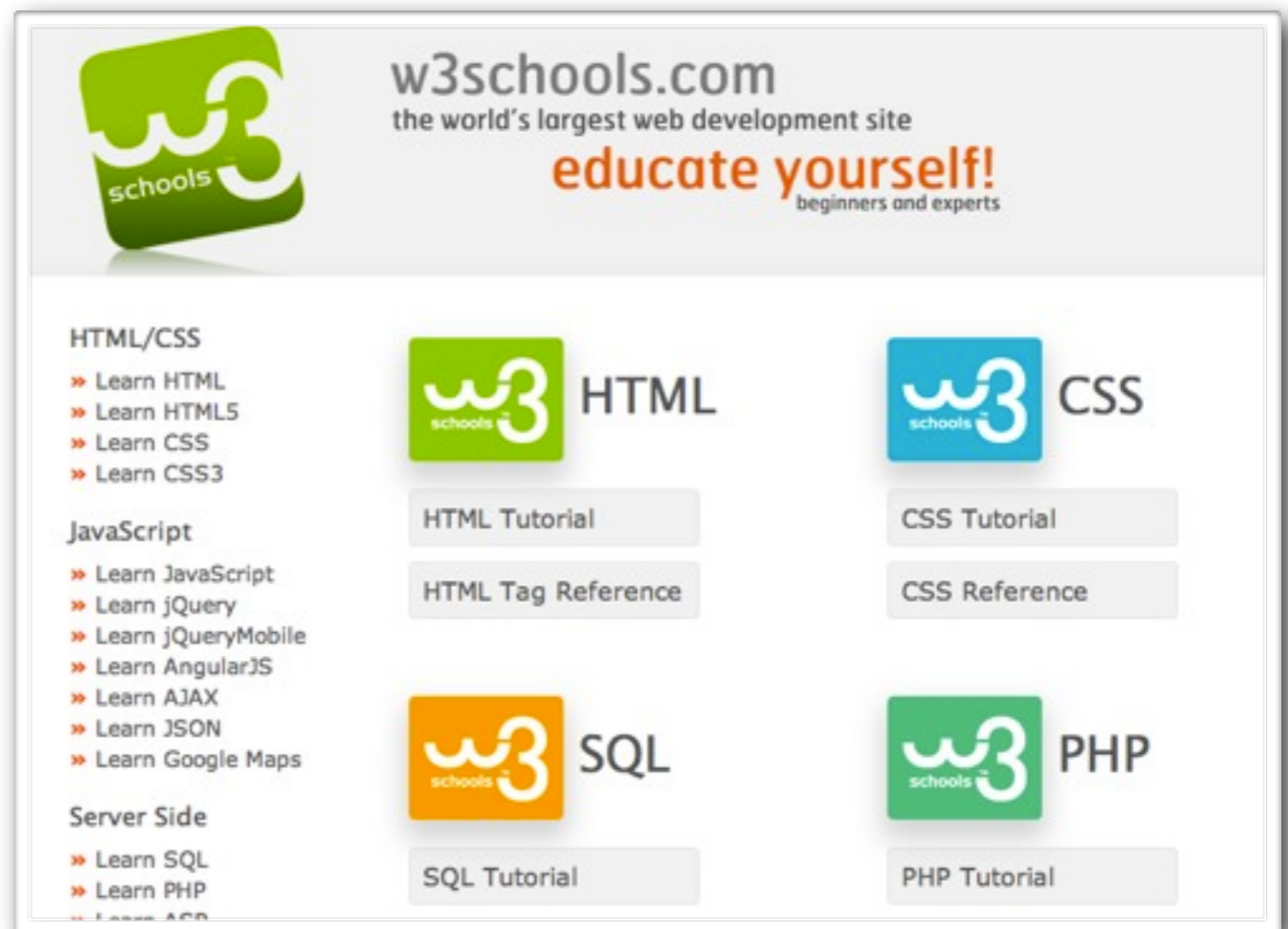
- <http://www.w3schools.com>

3. Codecademy

- <http://www.codecademy.com>

4. Code.org

- <http://code.org>



The screenshot shows the w3schools.com website interface. At the top left is the w3schools logo. To the right of the logo, the text reads "w3schools.com" in a large font, followed by "the world's largest web development site" in a smaller font, and "educate yourself!" in a bold, orange font, with "beginners and experts" in a smaller font below it. The main content area is divided into several sections. On the left, there are three main categories: "HTML/CSS", "JavaScript", and "Server Side". Each category has a list of sub-links starting with a red arrow icon. To the right of these categories, there are four large, colorful buttons with the w3schools logo and the name of the resource: "HTML" (green), "CSS" (blue), "SQL" (orange), and "PHP" (green). Below each of these buttons are two smaller, grey buttons with the text "Tutorial" and "Reference".

w3schools.com
the world's largest web development site
educate yourself!
beginners and experts

HTML/CSS
» Learn HTML
» Learn HTML5
» Learn CSS
» Learn CSS3

JavaScript
» Learn JavaScript
» Learn jQuery
» Learn jQueryMobile
» Learn AngularJS
» Learn AJAX
» Learn JSON
» Learn Google Maps

Server Side
» Learn SQL
» Learn PHP
» Learn ASP

HTML
HTML Tutorial
HTML Tag Reference

CSS
CSS Tutorial
CSS Reference

SQL
SQL Tutorial

PHP
PHP Tutorial

Resources



#CreateEdu



Questions and Answers



Session Survey

<https://www.surveymonkey.com/s/RZB3NM2>

MAVA, Web Design Curriculum

1. MAVA, Web Design Curriculum

100%

*1. Did this session meet all of your expectations?

- This class met all of my expectations
- This class met some of my expectations
- This class met some of my expectations some of the time
- This class met a few of my expectations
- This class did not meet any of my expectations

Other (please specify)

*2. Would you recommend this session to other teachers who are interested in technology or related curriculum and why?

- Yes
- Maybe
- No

Other (please specify)