

Lori A. Cullen

www.mrscullen.com
LCullen@natickps.org

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

Web Design Program at the High School Level

1. General Introduction

- Instructor
- Natick Environment

2. Program Set Up & Curriculum

Introduction to Web Design

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

Adv. Web Design I

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

Adv. Web Design II

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

5. Adobe Certification Associate

- Management
- Benefits

6. Motivation for Educators

6. Race to the Top

- District Determined Measures
- #CreateEdu

7. Questions



General Introduction

Contact



@LoriCullen19



LCullen@NatickPS.org

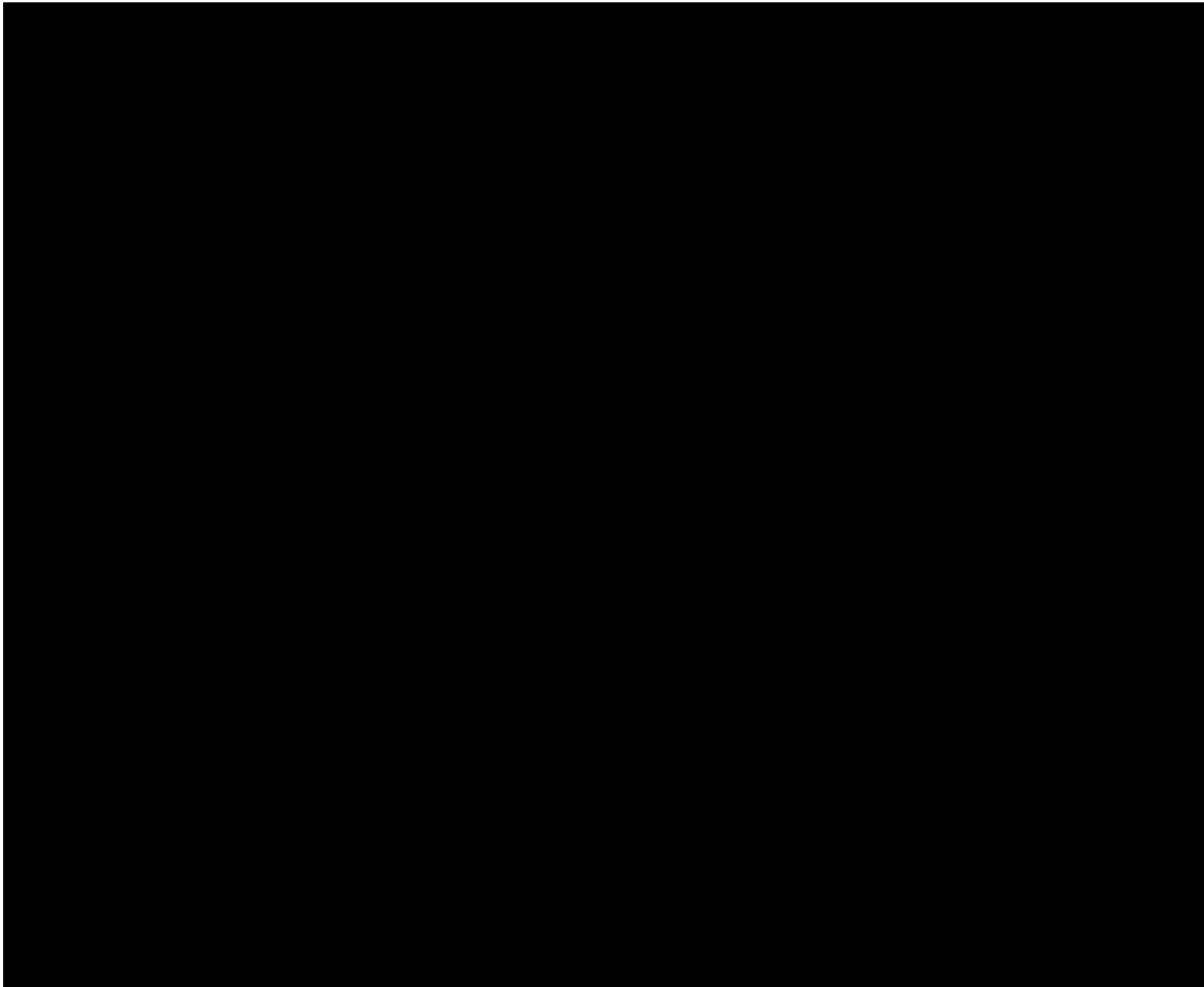


www.mrscullen.com



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

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

Skeleton to Build Own Page: 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/0B3AB6Jav56VpTG5PV3IBbXF3eFU/edit>

- Personal Site

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

All Pages Rubric: http://mrscullen.com/Images/dw_personaliterubric.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 image displays three student web design projects. The top project, 'All About Emily', features a light blue header with navigation links for Home, Design, About, Interests, and Culture. It includes a 'Welcome!' section with a grid of photos and introductory text. The middle project, 'The Best of Becca', has a yellow header with links for Cheer, Design, Family, and Friends. It features a large photo of a young woman and a 'Welcome!' section with a bio. The bottom project, 'Bojun Yang', has a black header with a gold braided border and navigation links for Home, Design, Basketball, Hobbies, and Top 5. It includes an 'About Me' section with a photo of two young men and a 'Goals' list.

All About Emily

Home Design About Interests Culture

Welcome!

Hi, my name is Emily Moncata and I am a freshmen at the new Natick High School.

To explore any of these topics in greater detail, links are available along the top of this web page.

Through the high school, I am taking a web design course. This is my first experience with website development, and I look forward to sharing my first.

I'd appreciate it if you took some time to look at the other pages. I put a lot of work into this project, and am eager to show it off to the world.

The Best of Becca

Cheer Design Family Friends

Welcome!

Learn about me

Hi my name is Becca. I am 14 years old and 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!

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 aK12. 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

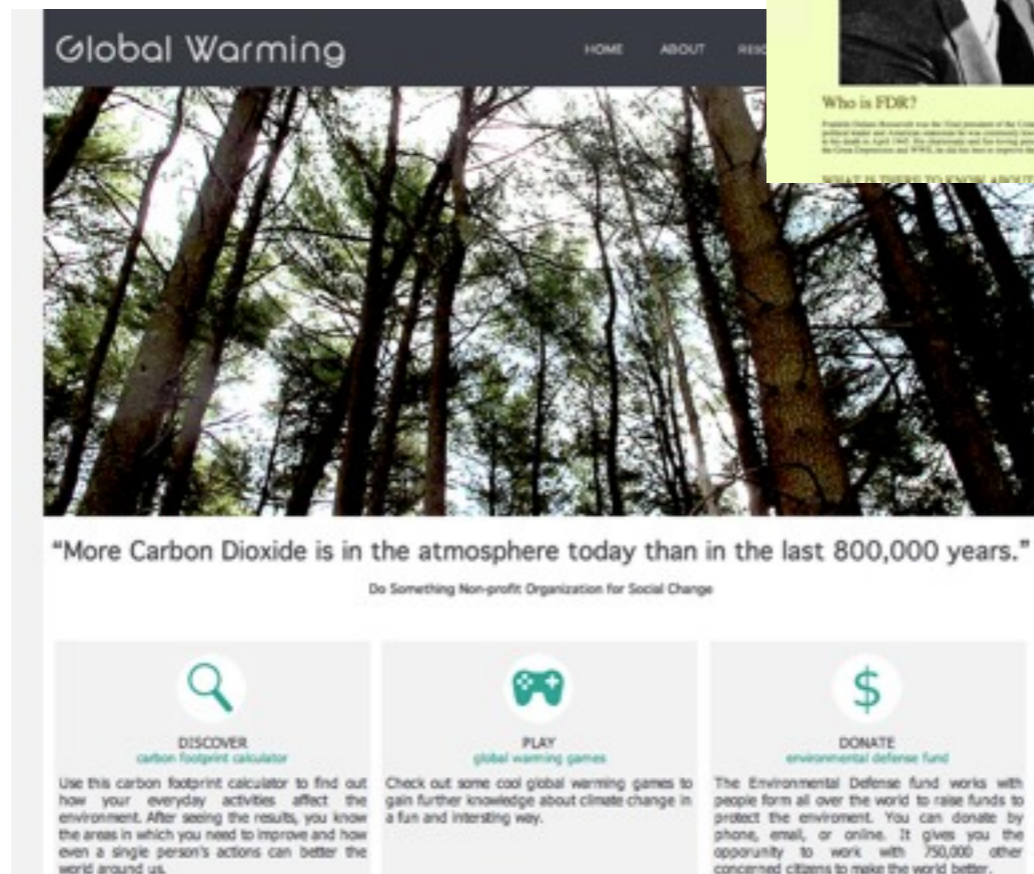
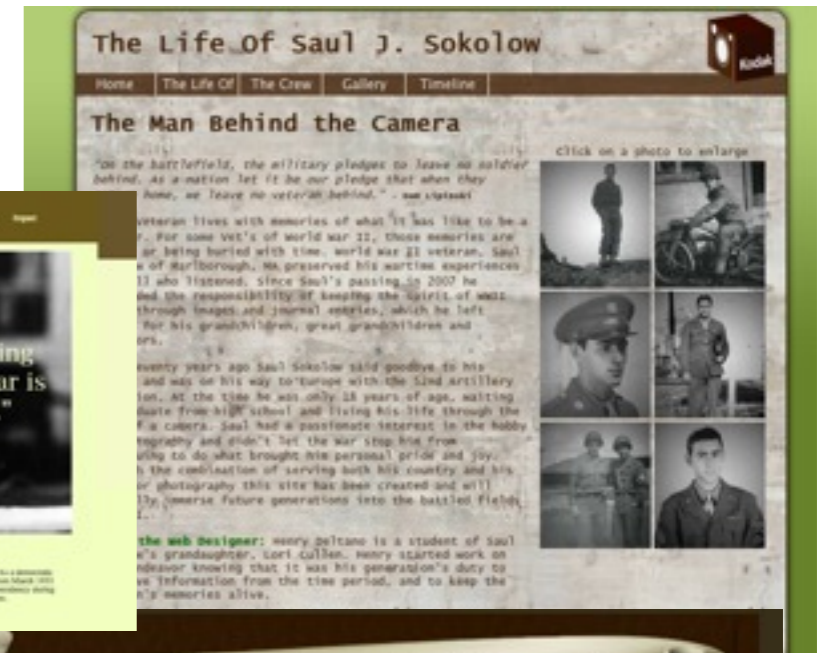
Adv. Web Design I Units

- 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

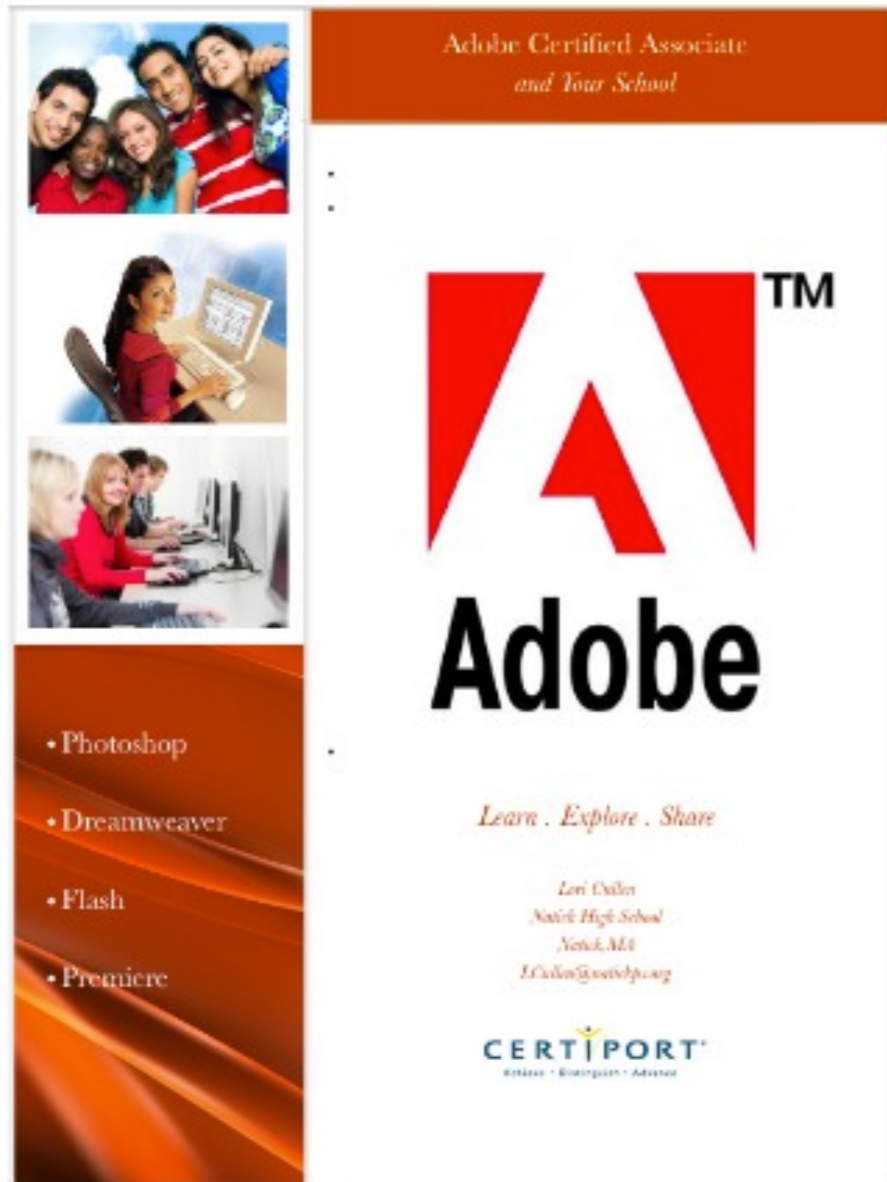
and

www.natickhighwebdesign.com



Adobe Certification Associate

Presentation



Adobe Certified Associate
and Your School

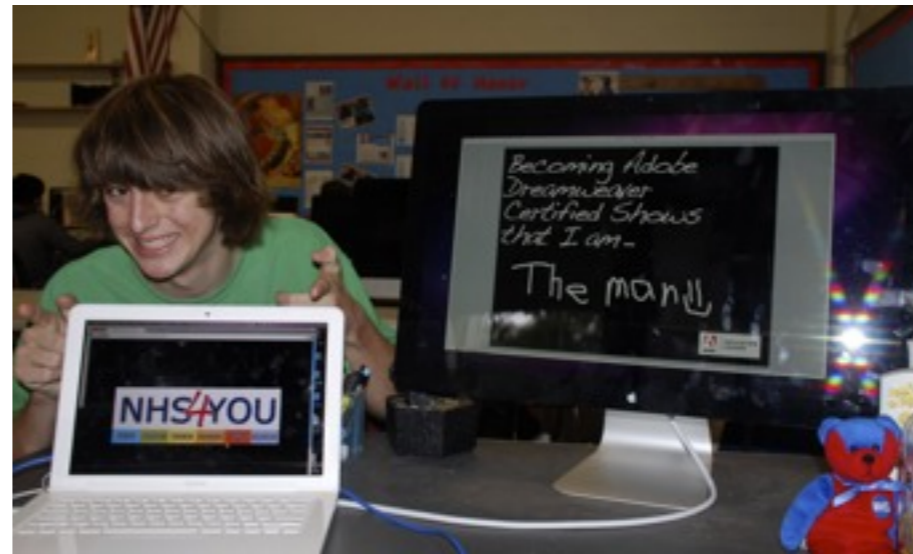
- Photoshop
- Dreamweaver
- Flash
- Premiere

AdobeTM

Learn . Explore . Share

Levi Cullen
Natick High School
Natick, MA
LCullen@natickps.org

CERTIPORT[™]
Adobe • Microsoft • Apple



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

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

Motivation for Educators

Motivation for Educators

to me ▾

Dear Mrs. Cullen-

I just want to thank you once again for the amazing mentor that you have been and continue to be in Henry's life. I am so grateful for the incredible amount of time and interest that you have taken in my son over the last 2 years. I feel that Henry has become so focused and passionate about web design and his computer skills under your skilled tutelage, and he has clearly had opportunities that I wouldn't have been able to even dream of when he was in his Freshman year.

It has been ASTOUNDING to enter the house and have my daughter "Shush" me because "Henry is on a business meeting via Skype". Even to listen in the background to my adolescent son speaking to adults about their website plans and listening as he skillfully negotiates timelines and payment....it honestly blows my mind. The kid I have to remind NOT to put his dirty socks in a ball on the couch is conducting business from home, meeting deadlines, dealing with the vagaries of clients, and producing the expected product on time. It is nothing short of a miracle!

I was so touched to receive a call from the principal telling me that you had nominated him for the Channel 5 A+ program. Whether he is ultimately chosen or not doesn't matter to me at all....what matters to me as a mother is that a teacher has recognized that despite his quiriness, wild hair and ADHD...he is a really good kid that is very interested in making his mark on the world. I so appreciate that you see him and went out of your way to nominate him for the A+ program. He was also incredibly pleased...although getting this out of a 16 year old boy is not easy.

We are both excited about the Young Artist in Residency Program. I am hoping that it will open new doors for Henry and I'm thinking that it will be wonderful for him to be in an environment with students his age that are passionate about all aspects of art. It will give him a chance to completely manage his time, his meds, his energy, where he invests his interest in a "practice environment" of 4 wks time...kind of a mini test-run for college.

Again, thank you 1000 times over for the kindness and interest that you have shown Henry.

Kim

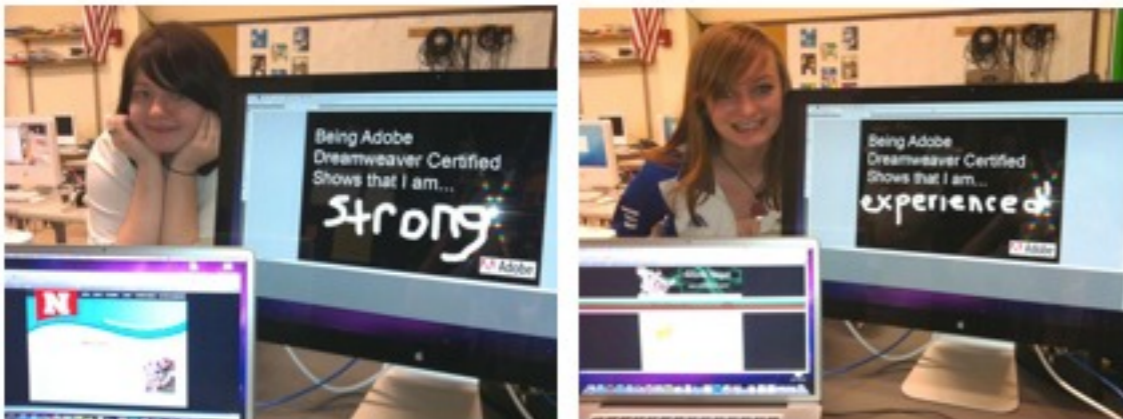
Motivation for Educators



Motivation for Educators

Students of the Week

Cameron Omiccioli and Samantha O'Gorman



Senior, Cameron Omiccioli

Junior, Samantha O'Gorman

Congratulations to Cam Omiccioli and Sam O'Gorman who, through the Natick High School Web Design Program, took the Adobe Dreamweaver Certification Exam to become Adobe Certified Associates.

Together, Cam and Sam created the website currently being used to promote the much talked about, end of the year "**Say a Final Goodbye to Old Natick High**" day and evening events on Saturday, June 16th. They created the website using a newly introduced program by Adobe called Adobe Muse.

To see their handiwork firsthand, please visit the site at: <http://www.natickhighwebdesign.com/finalgoodbye/index.html>

Student of the Week



Zach Hilger

As a semester project in **Ms. Cullen's Advanced Web Design 2 class Senior, Zach Hilger**, completely rebuilt the "**Massachusetts High School Football Prospect Information**" website. Zach has been commended by program members who were impressed with his professionalism and maturity. Please view Zach's work at www.mhsfpi.org.

Zach is a member of National Honor Society, a track team member and one of the captains of the football team. He will study business next year at a college to be decided. Congratulations and Best Wishes. Zach!

Motivation for Educators



Motivation for Educators



Home | Student Resources | Classes | Links | About | Natick

Job Request

Form to Submit

If you would like to hire Natick High Web Design to create and/or maintain a Website for personal, educational or professional needs, please submit the form below. Once the form is submitted, one of the student representatives will be in contact with you within 5 business days. To see sites created by the Natick High Web Design team, visit <http://mrscullen.com/links.html>.

* Required

Name *

Email Address *

Affiliation to Natick High School

- Parent
- Teacher
- Alumni
- Member of the Community
- Other:

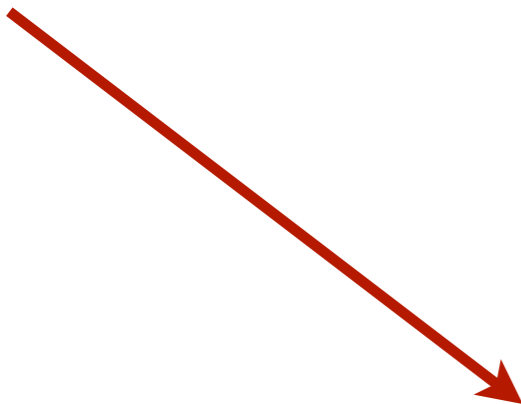


Explore

Room 201
Natick High, Media Arts
Office Hours: Monday, 2:17 - 3:00

Tuesday, 2:17 - 3:00
Friday, 2:17 - 3:00

- Teacher Schedule for Spring Semester, 2014
- Submit Job Request for Natick High Web Design Team



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:

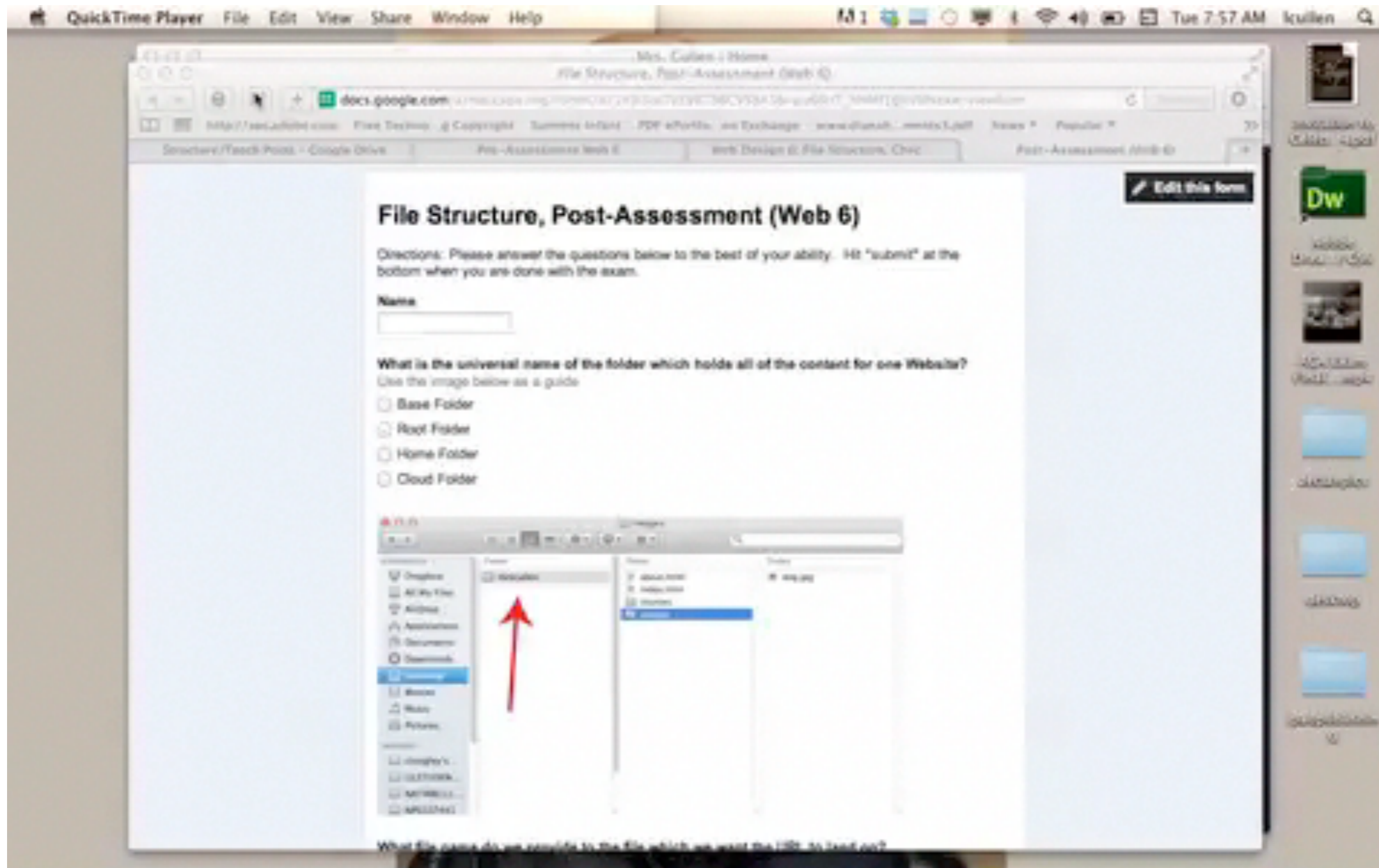
<https://docs.google.com/a/natickps.org/forms/d/1As0ZITKcMss-xFMJjX-2gK9iBAfpBU7Y1FECFR3RvI/viewform>

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. 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.)*



#CreateEdu



Questions and Answers

