Digital Media 1

**Web Design, 107.00**

**Overview and Objectives:**

* 107.00 Apply web-based procedures to create digital media.
* 107.01 Understand concepts used to create web-based digital media. (8%)
* 107.02 Apply procedures to create web-based digital media. (10%)

**Materials:**

* 107.01 Web Design Concepts Notes
* 107.01 Web Design Supplemental Notes
* 107.02 Web Design Procedure Notes
* Blackboard Class Site
* Skeleton Notes Packet
* iMac computers
* Internet
* LCD projector
* Microsoft Word
* Elements
* Adobe CS4 Photoshop
* Adobe CS4 Dreamweaver
* Portfolio Rubric and Directions

Essential Question:

* *What are the basic concepts used to create Web-based digital media?*

Estimated Time to Cover:

107.01: 8% - 7/90 days {14/180 days}

103.02: 10% - 9/90 days {18/180 days}

*Note: Estimated time is based upon the fact that 18% of the end-of-course questions will come from this objective. Some objectives may require more or less than the estimated time based on the lessons and activities.*

107.01 Expected Outcomes:

Upon completion of this objective, the student will be able to:

* Understand the basic concepts of Web design.
* Definition of Web design
* Historical developments of the Web
* Use of Web design
* Understand the basic concepts of Web design software
* Importing
  + Text
  + Graphics
  + Animation
  + Audio
  + Video
* Entering text
* Moving objects
* Scaling objects
* Saving in a Web-based format
* Types of Web design programming languages
* HTML
* XML
* XHTML
* JavaScript
* PHP
* CSS
* Flash
* Types of browsers
  + Microsoft Internet Explorer
  + Mozilla Firefox
  + Apple Safari
  + Opera
  + Google Chrome
  + Mobile Platforms
* Types of Web design features
  + Navigation
  + GUI
  + WYSIWYG
  + Hyperlink
  + Page layout
  + Rollover
  + Image map
  + Webform

107.02 Expected Outcomes:

NOTE: Procedures for creating digital products can vary widely, depending on whether the end product is audio, video, graphic, animation or website. The terminology used to describe those procedures in the “real world” also changes depending on the work environment. The lingo varies from studio to studio, office to office or newsroom to newsroom.

For purposes of consistency from objective to objective within this course, this curriculum refers to the same four-phase process for producing a digital media element, regardless of the end product. The four steps are **planning, preparation, creation,** and **distribution.**  The intent of this approach was to emphasize a logical ‘rhythm’ for getting things done.

Once in the workplace, students may more commonly hear terms like “pre-production” and “post-production,” especially if they’re in a studio environment. It is a good idea to let students know workplace terminology may be different. But the goal for students in this course is first and foremost to understand that professionals don’t just get an assignment and start creating a product; there is a logical order in which to think through the purpose and identify the target audience, plan for needed time and resources, brainstorm and storyboard, create the product and then get it in front of the intended audience. These materials aim to lay out a logical sequence of events for each element. The concepts of thinking through a project before you create the product are of primary importance.

Upon completion of this objective, the student will be able to:

* Apply procedures to plan for a website.
* Define target audience.
* Brainstorm – write down ideas.
* Coordinate media components.
* Apply procedures for technical preparation for a website
* Review design consideration
  + Identify any organization/business requirements
  + Determine content requirements
  + Identify any special considerations of the target audience
  + Determine the architecture
* Design the Web site
  + Flowchart
  + Basic layout (layer or tables)
  + General image of site
  + Plan for text size, color and background color for enhanced readability
  + Navigational tools are placed consistently and are easy to locate
  + Visual consistency of colors and tones unify the website
* Apply procedures to create a Web site
* Setup the skeleton
* Add content
  + Text
  + Graphics
  + Lists
  + Tables
* Create hyperlinks
  + Local and global links
  + Link targets
  + Link images
* Graphic optimization
* Proof the Web site
  + Check content
  + Confirm all links are working
* Apply procedures to prepare the Web site for distribution
  + Export (determine the file format needed)
  + Determine the distribution type (CD, DVD, Internet download/streaming)

**Teach 1: Web Design Concepts**

* Bellwork: Students will have a Bellwork assignment each day they must complete in the first 5 minutes of class in a Word Document. They must record the date, the question and their answer; these are submitted each Friday for a Bellwork grade. Bellwork answers are reviewed each Friday.
* Explain that we will be examining Graphics in this unit.
* Direct students to log on to their computers, go online, and log into Blackboard. Once there they need to launch the Graphic Concepts Notes.
* Hand out the Notes Packet for students to use while discussing the unit, these will be due on test day and students should use these for note taking and study purposes.
* Begin Notes, explaining each slide in detail with examples. Students will listen to explanations, read online notes, fill in Notes Packet worksheets, answer oral review questions, and participate in class discussion on Graphics.
* Students will read and review *“What is Graphic Design”,* *How to be Creative, “A History of Symbols,”* *“How to Design a Logo”*, and “*Design a Logo of Letters”* Articles found on Blackboard. Students may choose one of the five options listed on class website to summarize and thus reinforce lesson outside of class.
* **Homework Options:**
  + Write a 2 paragraph summary of what you read (5 complete sentences in each), typed, 12 point font, times new roman, and double spaced.
  + Create a PowerPoint describing in bullets the information from the article. Must be a minimum of 5 slides, not including the title slide.
  + Write a quiz about the article. Write the questions and answers. If short answer, **10** questions that have at least a 2 sentence answer **OR** a multiple choice quiz with **20** or more question. Make sure you write well thought out questions that incorporate all the information from the article. Must be typed, 12 point font, times new roman, and double spaced.
  + Glogster Poster creating a visual explanation describing the information. Must include enough information to summarize the article in order for the viewer to get the main ideas and points. Please print off your poster to turn in.
  + Give an oral report about what they read that is a minimum of 4 minutes summarizing all the key points in the article.

**Teach 2: Web Design Photoshop/Dreamweaver Portfolio Website Creation**

* Students will create a website for their Semester’s work in Digital Media 1 using Photoshop and Dreamweaver. Students will make sure all their work for the semester is organized and complete based on the list provided on Blackboard.
* Using the tutorial provided on Black board, students will launch Photoshop and follow the tutorial to begin creating the graphics in Photoshop.

**Blackboard Directions:**

[***Web Design - Dreamweaver/Photoshop Project - What is Digital Media?***](http://blackboard.wcpss.net/webapps/blackboard/content/listContent.jsp?course_id=_16844_1&content_id=_2900286_1) *You are creating a web site using Photoshop & Dreamweaver. The theme is "What is Digital Media?" The site will consist of 6 pages of visual layout design, text, graphics, and media. You will create a home page that defines Digital Media and a page for each of the 5 areas of Digital Media - Graphic Design, Animation, Audio, Video, and Web Design (total 6 pages). Each page should have the same look and feel as the previous page. The 5 pages of areas of Digital Media will showcase examples of your work from the entire year. You will create a top banner for each page that is a visual representation of the topic. You will design a visual button for each page using the button template in this folder. The 6 buttons you create will be used for the navigation menu for your site. This navigation should appear in the same place on each page (either along the side or at the top below the banner). Make sure to spell check all words - points will be counted off for spelling and grammar. Make sure all images, videos, etc that you are going to use are saved in the correct website folders. Follow the tutorial in this folder to create your project.  
  
List of items that should be included:  
Sandwich Graphic  
Beetle Graphic  
Night Sky Graphic  
Reflections Graphic  
Logos Graphic  
  
Flash Practice 1 Animation  
Flash Practice 2 Animation  
Bouncing Balls Animation  
Flying Text Animation  
City Animation (if you got to it)  
Internet Add Animation  
  
Monster Truck Audio  
Billy Bob Audio  
2 Album Songs Audio  
  
Jazz Video  
Commercial Video*

**Extension of Lesson Plan:**

* As students need or want more practice in Photoshop, they will be able to access a variety of different activity assignments they may complete that will allow them to critically think, be creative, and produce a product independently.
* Students may challenge themselves to go beyond the tutorials and minimum requirements to enhance their classwork and projects.

**Assessment:**

* Students will be tested using an Element/teacher made test to evaluate understanding of material covered.
* Students will complete daily Bellwork to demonstrate their understanding of material covered in class.
* Students will complete tutorial classwork assignments to demonstrate their understanding of the use of the Photoshop program
* Students will complete Photoshop Project to demonstrate their ability to apply the knowledge gleamed in the completion of the tutorials to a unique and creatively driven assignment without having the steps provided to them.
* Students will complete homework summaries to demonstrate understanding of material outside of class.