**CTE Model Curriculum Worksheet**

Title: **Web Development Basics**

*(FAST* *TRACK* *Certificate* *in* *One Year)*

Total units **19.5** *(all* *units* *are* *semester* *units)*

Award Type (*indicate* *one)*:

\_\_\_AA \_\_\*AS \_\_Low-Unit Certificate \*AS should be used for CTE and STEM.

**“Core”** **Courses:**

\_X\_\_Certificate (≥12units)

**10.5** units

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| **Title** **(units)** | **C-ID** **Designation** | **Rationale** |
| Intro to Digital Media (3) | DMGR 100 X | Industry Standards & Expectations |
| Design Principles (3) | DMGR 110 X | Industry Standards & Expectations |
| Intro to Social Media (3) | DMGR 120 X | Industry Standards & Expectations |
| DM Business Basics & Portfolio (1.5) | DMGR 130 X | Industry Standards & Expectations |

**Select ALL courses from the following: 9** units

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| Web Design Fundamentals (3) | See Sample Course | This course is an introduction to web design & development. Topics include web hosting, file management, FTP, target audience, design process, site maps, optimizing images, HTML, CSS, and the basics of responsive web design. Students will develop websites using online building sites. |
| Web Development I (3) | See Sample Course | Intro to Adobe Dreamweaver |
| Digital Imaging (3) | See Sample Course | Using Adobe Photoshop, this computer class teaches students how to scan, manipulate and enhance digital images for graphic reproduction and use on the web. Includes retouching, color adjustment and color correction techniques. |

**FIRST SEMESTER EXAMPLE**

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| Intro to Digital Media (3) | DMGR 100 X |  |
| Design Principles (3) | DMGR 110 X |  |
| Web Design Fundamentals (3) | See Sample Course |  |

**FINAL SEMESTER EXAMPLE**

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| Intro to Social Media (3) | DMGR 100 X |  |
| DM Business Basics & Portfolio (1.5) | DMGR 130 X |  |
| Web Development I (3) | See Sample Course |  |

**WEB DESIGN FUNDAMENTALS - SAMPLE** **COURSE**

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| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **Web Design Fundamentals** | | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**  This hands-on course introduces the student to the basics of web design, internet history, HTML, web terminology and website development using HTML and open source Content Management Systems (CMS). Emphasis is placed on the basics of creating, customizing, securing and maintaining the content, data and design of the Website using Content Management Systems. Open source CMS tools such as WordPress. This course is intended for students studying web design and professionals updating their skills. | | |
| **JUSTIFICATION**  Every business, artist, performer, hobbyist, organization need a web presence. The demand for web designers with technical and creative digital media skills increasing. | | |
| Required Prerequisites: Digital Imaging | | |
| **COURSE CONTENT**  • History of the internet  • Basic web authoring terminology.  • Web design best practices.  • Website structure.  • Interactive Forms.  • Explore responsive design  • Hypertext Markup Language (HTML) code, behaviors and tags.  • Introduction to Cascading Style Sheets (CSS) including CSS tags.  • Create folders and manage files and folders on the hosting server.  • Acquiring domain name and hosting services.  • Preparing images for use on the internet using the appropriate file format.  • Install, configure and manage blogs and content management systems (CMS). | | |
| **COURSE OBJECTIVES**  *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*  1. Choose a hosting service and a domain name appropriate to the goals for the website.  2. Summarize how designers make decisions about the type of content to include in a web authoring project, including considerations such as copyright, project fit, permissions, and licensing.  3. Use appropriate CMS tools to create, control and manage website. | | |
| **METHODS OF EVALUATION**  · Written Assignments  · Projects (solo/group)  · Problem Solving Exercises  · Quizzes/Exams | | |
| **TEXTBOOKS**  OER Materials  **-OR-**  *Learning Web Design*  by Jennifer Robbins  **-AND-**  *Blogger's Quick Guides*  **-OR-**  *Web Design: Introductory*  Jennifer T. Campbell  **-AND-**  *WordPress for Beginners: A Visual Step-by-Step Guide to Mastering WordPress*  by Dr. Andy Williams | | |

**WEB DEVELOPMENT I - SAMPLE COURSE**

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| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **Web** **Development I** | | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**  This course introduces students to sound practices in creating a website using Dreamweaver to write HyperText Markup Language (HTML) and Cascading Style Sheets (CSS). Emphasis is placed on the Dreamweaver interface, features and functionality. Students create, validate and publish Websites to the Internet following Web standards. This course is intended for beginning Web design students and anyone interested in a career that requires skills and knowledge in Website construction. | | |
| **JUSTIFICATION**  Every business, artist, performer, hobbyist, organization needs a web presence.  This course continues to build on the Web Fundamentals and introduces the student to more advanced coding using industry standard software. The demand for web designers with technical and creative digital media skills increasing. | | |
| Required Prerequisites: Digital Imaging | | |
| **COURSE CONTENT**  • Software interface, features and functionality  • Site control  • Structure of a web site  • Creating links  • Tables  • Cascading Style Sheets (CSS)  • Controlling layout  • JQuery widgets  • Library items  • Website creation, construction and publishing a website using industry standard software  • Troubleshoot and solve design and technical problems  • Critique peer use of web design features | | |
| **COURSE OBJECTIVES**  *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*  1. Employ industry standard software features and functionalities to complete web design tasks following the HTML and CSS industry standards.  2. Employ templates, library items, behaviors, and spry functionality to create a professional website.  3. Validate the code and publish the Website to the Internet using FTP. | | |
| **METHODS OF EVALUATION**  · Written Assignments  · Projects (solo/group)  · Problem Solving Exercises  · Quizzes/Exams | | |
| **TEXTBOOKS**  OER Materials  **-OR-**  *Dreamweaver CC Classroom in a Book*  by Kelly Cordes Anton & Tina DeJarid  **-AND-**  *Don’t Make Me Think, Revisited*  **-OR-**  *LEARN Adobe Dreamweaver CC for Web Authoring*  by Mark DuBois, Rob Schwartz & Kim Cavanaugh  **-AND-**  *The Complete Website Planning Guide*  by Darryl King | | |

**DIGITAL IMAGING - SAMPLE** **COURSE**

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| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **Digital Imaging** | | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**  This course is an introduction to the use of industry standard digital imaging software. Students will learn image capture, creation, enhancing, retouching, color correction, restoring, balancing, filtering and applying special effects will be explored as well as, type effects, patterns, icons, textures, montages and composites. Emphasis on image formats, resolution, workflows, automated processing, and output for multiple applications. | | |
| **JUSTIFICATION**  Animation is a highly desired skill in the industry of advertising, filmmaking, web development and gaming. | | |
| Required Prerequisites: | | |
| **COURSE CONTENT**   * Software fundamentals * Image file formats * Acquiring and managing images * Resolution and printing * Raster vs. vector * Basic image adjustments * Perfecting color to make great images * Design Fundamentals * Painting and editing techniques * Layer basics * CMYK vs. RGB * Basic blending modes * Selection * Copyright and fair use * Duplicating and reverting * Filters * Photography Tips | | |
| **COURSE OBJECTIVES**  *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*  1. Articulate terminology related to digital imaging and photography.  2. Analyze imported images and apply appropriate solutions.  3. Use basic retouching techniques—including color correction, blending, cloning, and filters—to manipulate a digital image.  4. Prepare images for export to web, print, and video. | | |
| **METHODS OF EVALUATION**  · Written Assignments  · Projects (solo/group)  · Problem Solving Exercises  · Quizzes/Exams | | |
| **TEXTBOOKS**  OER Materials  **-OR-**  *Learn Adobe Photoshop*  by Rob Schwartz  **-OR-**  *Adobe Animate Classroom in a Book*  By Andrew Faulkner, Conrad Chavez | | |