# Introduction to Web and Digital Media Course No. 05254 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: Media Arts, Web, and Design Pathway (11.0901)

Course Description: Technical Level: Web Design courses explore the creative and conceptual aspects of designing and developing interactive, multimedia web sites that emphasize the principles of graphic design, interactivity, and usability. Students learn about a variety of visual, navigational, and structural approaches to navigation systems, visual hierarchy, basic animations, image preparation and file transferring protocols. Topics may include conceptual development and structure, interactivity, and design aesthetics; appreciation and analysis development, construction, and programming of virtual, multimedia, and interactive experiences; their applications in Internet communications; and contextual, cultural, and historical aspects and considerations.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Intorduction to Digital communication

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Compose and send professional emails incorporating proper formatting, tone, and etiquette. |  |
| 1.2 | Analyze social media trends and create a social media strategy for a business or project. |  |
| 1.3 | Demonstrate an undersatnding to social media trends and analystics. |  |
| 1.4 | Create content aligned with social media goals. |  |
| 1.5 | Engage in a mock digital communication scenario, demonstrating effective communication in a orofessional environment. |  |
| 1.6 | Skill in handling a simulated communication challenge |  |

## Benchmark 2: Identify and analyze the characteristics of effective digital content, considering elements such as clarity, relevance, and engagement.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Conduct an evaluation of different digital content's quality. |  |
| 2.2 | Identify the key elements contributing to user engagement. |  |
| 2.3 | Explain the importance of content relevance. |  |
| 2.4 | Evaluate the reliability of on line information and demonstrate the ability to cite digital sources accurately. |  |
| 2.5 | Demonstrate an understanding of digital source citation methods |  |
| 2.6 | Create proper citation of digital context. |  |

## Benchmark 3: Basic HTML and CSS

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Explain the basics of HTML syntax. |  |
| 3.2 | Create well-structured web pages that are semantically correct web pages. |  |
| 3.3 | Explain common HTML issues and how to troubleshoot the issue |  |
| 3.4 | Apply CSS styling to ehance the visual appeal of a web page, incorperating color schemes, font, and layout principles. |  |
| 3.5 | Apply color theory concepts to a web page to create an asthetically pleasing layout scheme. |  |
| 3.6 | Address and debug common HTML and CSS code for webpage display issues. |  |
| 3.7 | Demonstrate how to use developer tools for debugging. |  |

## Benchmark 4: web design principles

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Analyze and critique existing websites based on UX design principles providing constructive feedback for improvement. |  |
| 4.2 | Design and present wireframes for a responsive vvebsite, considering user interactions and useer journeys. |  |
| 4.3 | Present wireframes for a responsive website, considering user interactions and user journeys. |  |
| 4.4 | Implement responsive design techniques on a web page, ensuring optimal viewing experiences across devices. |  |

## Benchmark 5: Introduction to graphic design for the web

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Compare and contrast different graphic design tools. |  |
| 5.2 | Explain the most appropriate tool for specific design requirements. |  |
| 5.3 | Develop a cohesive visual identigy for digital project, incorperating branding elements and maintain design consistency. |  |
| 5.4 | Optimize images and graphics for web use, considering flies sizes and download speeds. |  |
| 5.5 | Demonstrate how to reduce sizes without compromising quality. |  |
| 5.6 | Demonstrate how to optimize graphics for faster web loading. |  |

## Benchmark 6: Introduction to Java script

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Write JavaScript code to manipulate and update the Document Object Model (DOM) dynamically. |  |
| 6.2 | Demonstrate updating to web page content. |  |
| 6.3 | Create interactive forms using JavaScript to enhance user engagement and provide real-time feedback. |  |
| 6.4 | Proficiency in form validation usin.g JavaScript. |  |
| 6.5 | Collaborate with peers to solve coding challenges, fostering a collaborative approach to problem-solving. |  |
| 6.6 | Engage in problem solving discussion in a coding environment and work as a coding team. |  |

## Benchmark 7: Introduction to content management systems (CMS)

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Explore advanced features of CMS platforms, such as plugins, themes, and customization options. |  |
| 7.2 | Explore and implement different plugins and themes. |  |
| 7.3 | Customize CMS setting for a specific needs. |  |
| 7.4 | Communicate a comparative analysis of different CMS platforms evaluating their strengths and weaknesses. |  |
| 7.5 | Select the most suitable CMS for a given scenario |  |
| 7.6 | Collaborate on a group project to design and implement a content rich website using CMS. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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