# Web Design Course No. 10201 Credit: 1.0

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

Pathways and CIP Codes:Programming and Software Development (11.0201); Media Design and Communication (11.0801); Business Management & Entrepreneurship (52.0799); Marketing (52.1402)

Course Description: **Technical Level:** Web Design courses teach students how to design web sites by introducing them to and refining their knowledge of site planning, page layout, graphic design, and the use of markup languages-such as Extensible Hypertext Markup, JavaScript, Dynamic HTML, and Document Object Model - to develop and maintain a web page. These courses may also cover security and privacy issues, copyright infringement, trademarks, and other legal issues relating to the use of the Internet. Advanced topics may include the use of forms and scripts for database access, transfer methods, and networking fundamentals.

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: Understand core principles of web design

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explain the features and functions of Web browsing software. |  |
| 1.2 | Explain the features and functions of Web page design software. |  |
| 1.3 | Demonstrate how to use features and functions of web design software. |  |
| 1.4 | Describe how bandwidth affects data transmission and on-screen image. |  |
| 1.5 | Compare and contrast clients and servers. |  |
| 1.6 | Identify and explain how different user agents (browsers, devices) affect the digital communication product. |  |
| 1.7 | Demonstrate knowledge of available graphics, video, motion graphics, web software programs. |  |
| 1.8 | Demonstrate knowledge of how to use a scripting language to program a site. |  |
| 1.9 | Use available reference tools as appropriate. |  |

## Benchmark 2: design technical proficiency

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Create a presentable content strategy. |  |
| 2.2 | Explain the conceptual design, content strategy, and ways to get feedback from various stakeholders in the project. |  |
| 2.3 | Create and produce content. |  |
| 2.4 | Create and refine design concepts. |  |
| 2.5 | Identify, utilize and create reusable components. |  |
| 2.6 | Apply color theory when selecting appropriate colors. |  |
| 2.7 | Apply knowledge of typography |  |
| 2.8 | Apply principles and elements of design. |  |
| 2.9 | Create templates for questionnaires, data collection, summary reports, as well as project conclusions to include insights into affordances and constraints for the design. |  |
| 2.10 | Evaluate visual appeal. |  |
| 2.11 | Distinguish difference in various qualitative research methods, such as user interviews, ethnography, field studies, focus groups, and usability testing. |  |
| 2.12 | Demonstrate knowledge of HTML, XHTML, and CSS. |  |
| 2.13 | Explain how the connected layouts, blocks of content, visual designs, and navigation requirements enhance user experience. |  |
| 2.14 | Demonstrate knowledge of how to use a scripting language to program a site. |  |

## Benchmark 3: Understand project workflow

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Develop flowchart, navigational blueprints and schema. |  |
| 3.2 | Identify and apply different states of UX design process, including research, identification of a problem, ideation, prototyping, and testing, to refine or create products. |  |
| 3.3 | Create sample design showing placement of buttons/navigational graphics and suggested color scheme. |  |
| 3.4 | Develop storyboards, brainstorming, role playing, game storming, paper models, and click through prototypes, mockups – including physical and click-through prototypes. |  |
| 3.5 | Define scope of work to achieve individual and group goals. |  |
| 3.6 | Demonstrate time-management awareness and planning ability to achieve tasks. |  |
| 3.7 | Use available reference tools as appropriate. |  |
| 3.8 | Create a portfolio of projects that shows growth over time, add class artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

## Benchmark 4: Professionalism and ethics

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Demonstrate proficiency of the Common Core Technical Core Competencies, including the career ready standards and cluster standards (add link to CCTC standards) |  |
| 4.2 | Explain importance of web standards and UX Design context, both orally and in written form. |  |
| 4.3 | Explain the importance of ethical colors. |  |
| 4.4 | Demonstrate knowledge of how to use a scripting language to program a site. |  |
| 4.5 | Describe the function of a non-disclosure agreement (NDA). |  |
| 4.6 | Differentiate between copyright and trademarks. |  |
| 4.7 | Explain the concept of intellectual property. |  |
| 4.8 | Demonstrate knowledge of basic web application security. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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