Business Web Page Design 1

Exam Information

Exam number
254

Items
47

Points
84

Prerequisites
Computer Technology 1

Recommended course length
One semester

National Career Cluster
Arts, A/V Technology & Communication

Business Management & Administration

Information Technology

Marketing

Performance standards
Included (Optional)

Certificate available
Yes

Description

The Business Web Page Design 1 industry certification exam assesses the principles and design of a website as well as advanced internet skills. Learners are assessed on their use of HTML, web publishing, and graphic editing software to design, create, format, and edit web pages.

Exam Blueprint

Standard	Percentage of exam
1. Internet	27%
2. HTML	30%
3. Website/Web Page	22%
4. Web Design Software	16%
5. Image Software	5%

Standard 1
Students will demonstrate basic knowledge of the internet and the tools used to access information.

Objective 1 Review basic internet concepts including the World Wide Web (WWW), browsers, FTP, URL, ISP, and domains.

Objective 2 Acquire Internet vocabulary, including the basic Internet terms found in the vocabulary list.

Objective 3 Explore the appropriate use and netiquette of social media, as well as the impact of Facebook, Twitter, blogs, etc.

Objective 4 Review different types and purposes of websites on the Internet; explain the differences between information, commercial, education, personal, and portal websites.

Objective 5 Investigate web design resources on the Internet; including shareware and freeware software, hexadecimal charts, tutorials, free graphic sites, commercial trial basis software, etc.

Objective 6 Understand safety, ethical, and copyright issues related to Internet use.
1. Adhere to an Acceptable Use policy.
2. Demonstrate the ability to comply with copyright law on assignments and projects for educational vs. professional web pages.

Standard 2
Students will use HTML to create web pages.

Objective 1 Use a variety of html tags to create a web page.
1. Create paragraphs, line breaks, horizontal rules, ordered and unordered lists, forms, and tables.
2. Use headings and font attributes.
3. Create hyperlinks and e-mail links.
4. Insert images and include attributes such as alt, vspace and hspace, size, align, etc.
5. Use colors to change backgrounds, texts, and links.
6. Apply images and backgrounds.

Objective 2 Identify various web development languages, and discuss the differences and similarities between xhtml, java, ajax, php, asp, pearl, etc. Helpful websites include: www.w3schools.com; http://www.codeacademy.com; https://developer.mozilla.org

Standard 3
Students will plan and design a website/web page using design principles.

Objective 1 Explore and understand effective web development and design principles, including the use of hexadecimal color, white space, font styles, viewing patterns, background images, balance, etc.

Objective 2 Determine the purpose, goals, necessary tools, and target audience.

Objective 3 Design a storyboard or sketch of the site elements.
1. Create an appropriate layout of text, graphics, multimedia, links, etc.
2. Plan the layout incorporating consistency, readability, proportion, navigation, etc.

Objective 4 Understand file types and filename extensions and be able to use proper naming conventions and file management.

Objective 5 Proofread, find, and correct spelling and grammatical errors.

Standard 4
Students will use web design software to create attractive websites/web pages.

Objective 1 Learn the software-specific commands to create a web page.
1. Create paragraphs, line breaks, horizontal rules, ordered and unordered lists, forms, and tables.
2. Use headings and font attributes.
3. Create hyperlinks and e-mail links.
4. Insert images and include attributes (such as alt, vspace and hspace, size, align, etc.).
5. Use colors to change backgrounds texts, and links.

Objective 2 Modify page properties by editing background, font, styles, colors, and links. Edit the page title.

Objective 3 Create and save a document for use on your web page by linking a web page to one or more of the following: a Word, PDF, Excel, or PowerPoint document.

Objective 4 Create a website using CSS and/or templates.

Objective 5 Post and/or understand how to post a website on the Internet using web appropriate naming conventions.

Standard 4 Performance Evaluation included below (Optional)

Standard 5

Students will create and prepare images to integrate with website design using image software such as fireworks, photoshop, Picasa, paint, etc.

Objective 1   Open, edit, and save an image for effective use on your website.

1. Crop and resize various images.
2. Add a border and/or drop shadow to an image or text.
3. Optimize an image (resize and change resolution for optimal load time).
4. Enhance an image to improve photo quality (red eye, autocolor, etc.).

Objective 2   Create buttons or navigation bars.

Objective 3   Design a logo or banner to incorporate into a Web page.

Objective 4   Use a scanner and/or digital camera to incorporate photos into a Web page.

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Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: _____

Class: _____

Performance standards rating scale

0	Limited skills	2	→	4	Moderate skills	6	→	8	High skills	10

Standard 4 - Web Design Software   **Score:**

- Create a four-page website with the following minimum elements:
  - Crop and resize various images
  - Consistent look and feel throughout the website
  - The same page heading, navigation bar, and footer on each page
  - Hot spot(s)
  - E-mail link(s)
  - Table(s)
  - Roll-over buttons and/or drop-down menus
  - Background image(s)
  - Hyperlink(s)
  - Import graphics (jpeg/gif)
  - Form
  - Page titles
  - Font changes (color, size, style)
  - Original animations (optional)

Performance standard average score:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____