BUSINESS & COMPUTER SCIENCE/BUSINESS MANAGEMENT
Computer Applications
Unit 3: Web Design

Essential Understandings	▪ Good web design is a blend of usability, innovation, and technical and artistic elements working together seamlessly. ▪ A web site primarily succeeds or fails on the quality of its design and image quality.
Essential Questions	▪ How does one select the correct web design tool to use for a particular document? ▪ Does one have to know HTML (Hypertext Markup Language) to build a website? ▪ Which web design software will accomplish the job without a steep learning curve or software costs?
Essential Knowledge	▪ A web page is created using a language called, Hypertext Markup Language, better known as HTML Code. ▪ Software can be employed to create a web site.
Vocabulary	▪ Terms: o home page, links, domain name, service provider
Essential Skills	▪ Use HTML codes to produce a web page when viewed in a browser. ▪ Modify an existing HTML document. ▪ Use NVu or Microsoft Publisher to create a multipage web site with internal and external links.

Related Maine Learning Results	Career and Education Development
	B. Learning About and Exploring Education and Career and Life Roles
	   B2.Skills for Individual/Personal Success in the 21st Century
	      Students evaluate strategies to improve skills that lead to lifelong learning and success in the classroom, and the achievement of schoolwork, work and career, and personal life goals.
	      a. Literacy skills
	      c. Critical thinking skills
	      d. Information and communication technology (ICT) literacy
	      e. Interpersonal skills
	      f. Other academic skills and knowledge
	   B3.Education and Career Information
	      Students use previously acquired knowledge and skills to evaluate and utilize a variety of resources to articulate a plan and make decisions for post-secondary education, training, and career choices.

Sample Lessons And Activities	▪ "Gorilla Pizza" ▪ Personal or business website

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Sample Classroom Assessment Methods	▪ Projects ▪ Create a web page using HTML or JPGs ▪ Create a web site using NVu or Microsoft Publisher
Sample Resources	▪ <u>Other Resources:</u> o <u>Microsoft Publisher</u>