

**BUSINESS & COMPUTER SCIENCE/BUSINESS MANAGEMENT**  
**Graphic Design**  
**Unit 3: Web Design, Layer Masks, Pen Tools**

<p><b>Essential Understandings</b></p>	<ul style="list-style-type: none"> <li>▪ Good web design is a blend of usability and innovation, of technical and artistic elements working together seamlessly.</li> <li>▪ A web site succeeds or fails primarily on the quality of its design and image quality.</li> <li>▪ Layer masks preserve the original images while allowing the designer to extract only the portions of interest to him/her.</li> <li>▪ Vector images are resizable and versatile.</li> </ul>
<p><b>Essential Questions</b></p>	<ul style="list-style-type: none"> <li>▪ What are the elements of user-friendly, innovative web designs?</li> <li>▪ How can tools like layer masks and the pen tool create designs that are greater than the parts they are composed of?</li> <li>▪ Why should one learn to use the pen tool?</li> </ul>
<p><b>Essential Knowledge</b></p>	<ul style="list-style-type: none"> <li>▪ A simple one page web site with images, formatted text, and a list can be designed using HTML.</li> <li>▪ Web design WISIGIG editor can be used to create a web site with multiple pages that have links within and to the Internet.</li> <li>▪ Layer masks can be utilized to hide parts of an image.</li> <li>▪ Pen tool layers and mathematics can be used to give the versatility of vector graphics to photo images.</li> </ul>
<p><b>Vocabulary</b></p>	<ul style="list-style-type: none"> <li>▪ <u>Terms:</u> <ul style="list-style-type: none"> <li>○ hypertext markup language (HTML), web editor, DreamWeaver, FrontPage, pen tool, layer mask</li> </ul> </li> </ul>
<p><b>Essential Skills</b></p>	<ul style="list-style-type: none"> <li>▪ Create a web page or web site on any topic.</li> <li>▪ Use layer masks to blend people and objects into new situations, landscapes, and scenes.</li> <li>▪ Use the pen tool to create vector images with multiple colors.</li> </ul>

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<p><b>Related Maine Learning Results</b></p>	<p><u>Career and Education Development</u>                  B. Learning About and Exploring Education, Career and Life Roles                  B1.Relationships among Learning, Work, the Community, and the Global Economy                  Students evaluate strategies for improving educational achievement, increasing participation as an involved citizen, and increasing work options and earning potential in a 21<sup>st</sup> century global economy.                  B2.Skills for Individual/Personal Success in the 21<sup>st</sup> 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                  b. Numeracy                  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.</p>
<p><b>Sample Lessons And Activities</b></p>	<ul style="list-style-type: none"> <li>▪ Create a simple one-page web site.</li> <li>▪ Meld people into new scenes using layer masks.</li> </ul>
<p><b>Sample Classroom Assessment Methods</b></p>	<ul style="list-style-type: none"> <li>▪ Create a pen tool drawing of a famous person of one’s choosing.</li> <li>▪ Design a web site for future business.</li> </ul>
<p><b>Sample Resources</b></p>	<ul style="list-style-type: none"> <li>▪ <u>Other Resources:</u> <ul style="list-style-type: none"> <li>○ Teacher created resources and Photoshop CS4 software</li> </ul> </li> </ul>