

Harlan County Public Schools

NTI Days 1-10

Web Design, Advanced Multimedia

Grades 9-12, HCHS

Introduction:

On any days designated as Non-Traditional Instruction (NTI) days, students will be required to complete assignments at home. By completing work at home, our District will not have to make-up these missed days at the end of the school year and they will count as a full day of instruction for students and teachers.

This packet contains assignments for NTI days for your child to complete if school is cancelled. Please keep the documents in a safe place at home. If lost, they can also be found on the District NTI page located at <http://harlan.k12.ky.us/nti.html> and specifically on the instructor Coursesites page, <https://hcpsspace.coursesites.com>. Every NTI day, have your child complete the work for the day specified by the Harlan County Public School District. For example, if the District specifies that it is NTI Day 1, look for the assignment labeled as such (NTI Day 1). Your child will be required to hand in/show the work for this day within five school days of returning and will receive a grade based upon the work completed during each NTI day.

Web Page Development Enduring Skills:

- Plan and create the layout of a website via HTML and/or an open-source platform such as WIX.
- Use Hypertext Markup Language (HTML) in a website (nested elements, attributes, headings, paragraphs, formatting, styles, etc.)
- Utilize Website Layout Attributes
- Create lists and tables in organizing content

Unit Titles:

Developing a Website Design Plan, HTML Coding, Open-Source Design Platforms

National Standards:

- Students demonstrate creating thinking, construct knowledge, and develop innovative products and processes
- Students use digital media and environments to communicate and work collaboratively, including at a distance.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, etc.
- Students demonstrate a sound understanding of technology concepts, systems, and operations.

KY Core Academic Standards (Big Idea):

Information, Communication and Productivity – Technology

- Students demonstrate a sound understanding of the nature and operations of technology systems. Students use technology to learn, to communicate, increase productivity and become competent users of technology.
- Students manage and create effective oral, written and multimedia communication in a variety of forms and contexts.

Research, Inquiry/Problem-Solving and Innovation - Technology

- Students understand the role of technology in research and experimentation. Students engage technology in developing solutions for solving problems in the real world. Students will use technology for original creation and innovation.

Career Awareness, Exploration, Planning - Vocational Studies

- Career awareness, exploration and planning gives students the opportunity to discover the various career areas that exist and introduce them to the realities involved with the workplace. Many factors need to be considered when selecting a career path and preparing for employment. Career awareness, exploration and planning will enable students to recognize the value of education, learn how to plan for careers and integrate academic subjects.

Employability Skills - Vocational Studies

- Employability skills will focus on student's competencies with their work habits and academic/technical skills that will impact an individual's success in school and workplace. School-to-work transition skills will help students develop interpersonal skills and positive work habits.

Learning Targets:

Planning a Website:

- Domain Name & Hosting
- Site Organization
- Design Preferences
- Photo's & Graphics
- Special Elements
- Content
- External Links
- Maintenance
- Authorization

HTML & Open-Source Design Platforms

- Overview of HTML
- Explore the use of text editors (and web creation software if available).
- Nested Elements
- Attributes
- Headings
- Paragraphs
- Formatting
- Styles
- Lists

Activities:

Days 1 & 2: Planning a Website

Design Project Title – Computer Concepts (attached) or a different topic selected by the student if he/she has Internet access and/or other resources to pull information from. If the student chooses a different topic, it must be within the realm of technology, web design, graphic design, etc. Note that this web design project will be 'informational' in nature and at a minimum can easily be completed utilizing the attached information/resources regarding 'Computer Concepts' which will provide you with a number of ideas for pages to include. If you have Internet access feel free to collect whatever information you need relevant to the topic you select.

- Using the planning document provided, 'plan' and organize your website which will be a minimum of 5 pages (Home, Content pages 2-4, Contact). The domain name is up to you and we will assume whatever you choose is available and that hosting has not been purchased. You will be the primary contact and owner of this website.
- Information must be provided, where applicable, for each of the following learning targets:
Day 1: *Domain Name & Hosting, Site Organization, Design Preferences, Photo's & Graphics
Day 2: Special Elements, Content, External Links, Maintenance, & Authorization
 * If Internet access is available, please elaborate on the hosting service you will use (Lunarpages, GoDaddy, WIX, etc.), why you chose that provider, the total cost and what primary features come with the plan you selected.

Day 3: HTML/XHTML Coding & Web Design Basics – Developing a Homepage (Page 1)

This activity/project can be completed via Notepad, using WIX.com or handwritten in the event that a computer and/or Internet access are not available.

As stated above, the project title is ‘Computer Concepts’ or whatever topic you choose. It will be information in nature, educating others on the chosen topic. You can use the attached resources and/or research the topic online. It will reinforce your knowledge and ability to use HTML coding and also editors such as Notepad or WIX if available while also exposing you to the specifics of the *technology* topic you selected. Approach this as if you are developing a website to not only provide information about the chosen topic, but also to demonstrate and advertise your services and skill set for potential clients to see.

- Using **HTML on paper, via Brackets, Notepad or by designing in WIX**, develop the home page for your website.
- Establish an area at the top and bottom for the header and footer which are two of the three primary parts of any web page (Header, Body, Footer). The header will generally contain the company/business/organization name and logo, while the footer can contain copyright details, both website owner and web designer contact information, etc. Headers and footers must be the same on all pages while the content of the body will change based on the page title.
- Include a proper title (Topic Name – Home)
- Include a level 1 heading
- Provide a minimum of 2-3 paragraph elements to introduce the topic for your website
- Create a minimum of 1 ordered or unordered list
- Utilize a page background or solid color using hexadecimal color codes

Day 4: HTML/XHTML Coding & Web Design Basics – Adding Pages (Page 2)

- Add an additional page. Remember that proper typography is required.
- Establish an area at the top and bottom for the header and footer which are two of the three primary parts of any web page (Header, Body, Footer). The header will generally contain the company/business/organization name and logo, while the footer can contain copyright details, both website and web designer contact information, etc. Headers and footers must be the same on all pages while the content of the body will change based on the page title.
- Include a proper title (Topic Name – Whatever this page is about)
- Include a level 1 heading
- Provide a minimum of 2-3 paragraph elements within your page
- Use the same page background or color you used on the home page
- Use formatting elements such as bold, italic, additional heading levels, etc.

Day 5: HTML/XHTML Coding & Web Design Basics – Adding Pages (Page 3)

- Add an additional page. Remember that proper typography is required.
- Establish an area at the top and bottom for the header and footer which are two of the three primary parts of any web page (Header, Body, Footer). The header will generally contain the company/business/organization name and logo, while the footer can contain copyright details, both

website and web designer contact information, etc. Headers and footers must be the same on all pages while the content of the body will change based on the page title.

- Include a proper title (Topic Name – Whatever this page is about)
- Include a level 1 heading
- Provide a minimum of 2-3 paragraph elements within your page
- Use the same page background or color you used on the home page
- Use formatting elements such as bold, italic, additional heading levels, etc.

Day 6: HTML/XHTML Coding & Web Design Basics – Adding Pages (Page 4)

- Add an additional page. Remember that proper typography is required.
- Establish an area at the top and bottom for the header and footer which are two of the three primary parts of any web page (Header, Body, Footer). The header will generally contain the company/business/organization name and logo, while the footer can contain copyright details, both website and web designer contact information, etc. Headers and footers must be the same on all pages while the content of the body will change based on the page title.
- Include a proper title (Topic Name – Whatever this page is about)
- Include a level 1 heading
- Provide a minimum of 2-3 paragraph elements within your page
- Use the same page background or color you used on the home page
- Use formatting elements such as bold, italic, additional heading levels, etc.

Day 7: HTML/XHTML Coding & Web Design Basics – Adding Pages (Page 5)

- Add an additional page. Remember that proper typography is required.
- Establish an area at the top and bottom for the header and footer which are two of the three primary parts of any web page (Header, Body, Footer). The header will generally contain the company/business/organization name and logo, while the footer can contain copyright details, both website and web designer contact information, etc. Headers and footers must be the same on all pages while the content of the body will change based on the page title.
- Include a proper title (Topic Name – This is your LAST page and should provide contact information) Remember that you are the owner, author and person in charge. If visitors have questions about the website topic, they should be able to contact you and hopefully hire you.
- Provide contact information such as name, phone, e-mail, mailing address, etc. within your page. If you have the Internet, include/embed a Google map as well and perhaps a contact form using Jotform like we did in class. If using WIX, there are a number of Contact form styles available.
- Use the same page background or color you used on the home page
- Use formatting elements such as bold, italic, additional heading levels, etc.

Day 8: HTML/XHTML Coding & Web Design Basics – Adding Images, Graphic Elements, etc.

- After text, images are the next most commonly used element within any web page. I would like for you to add a minimum of one image on each of your 5 pages. If you don't have a PC and/or Internet, please create the image tag within your code and use whatever you wish for your image name. For example, we used the following in our first HTML classroom project: ``
- Develop a logo for your website project. You can draw the logo or use an application or web service to create it. <https://openclipart.org/> is a great resource for free clipart and graphics.
- Create a slogan. Remember that the logo and slogan should be used in the header and visible on every page.

Day 9: HTML/XHTML Coding & Web Design Basics – Links

- Now that your pages are complete develop a navigation structure/menu to be included within the heading or at the top of each page. Remember that users should be able to get to any page from any page. If using WIX, a menu should be included within the header by default for any template you select. If not, be sure to add one.
- Be default, we know that links are blue and turn purple after being clicked. Change the link colors for your pages to match the color scheme you have chosen for this project. If using WIX, these colors should already match your template.

Day 10: HTML/XHTML Coding & Web Design Basics – Meta Tags/SEO Settings, Rubric/Assessment

Once a website has been completed and published your domain name or URL must be submitted to various search engines and other online directories to increase your exposure and to ensure that your site can be found. This is a big part of marketing your business/product or service/organization, etc. and is a critical step in the process of publishing a website.. Before we can complete this step, meta tags, which are snippets of text that describe a page's content, must be added to each of your pages; the meta tags don't appear on the page itself, but only in the page's code (head tag) and are content descriptors that help tell search engines what a web page is about. Specifically you will add a description and keywords that someone might use when searching Google, Bing, etc. The more relevant your meta tags are to your content, the better chance you have of being found.

- Insert meta tags into each of your pages. The description and keywords must be specific to the content of each particular page. If you are using WIX, you will use the SEO settings tool to accomplish this task.
- Use the attached scoring rubric to assess your work and we will discuss your performance when school is back in session. If you do not have access to a computer and/or Internet and had to handwrite the coding that would create the pages for this project, some of the categories may not be applicable. This document will be a reminder of everything that you are responsible for when developing a website and feel free to go back and change/modify/add anything necessary.