IDAHO WEB DESIGN AND DEVELOPMENT PROGRAM STANDARDS

2014

CONTENT STANDARD 1.0: UNDERSTAND WEB PAGE DEVELOPMENT

Performance Standard 1.1: Use Standards-Compliant HTML to Create Basic Web Pages

1.1.1 Describe how the Internet and the World Wide Web work.
1.1.2 Investigate roles and responsibilities behind the development of a Web site.
1.1.3 Understanding the Web design environment.
1.1.4 Create conventions for filenames and URLs.
1.1.5 Set a directory structure.
1.1.6 Identify and use tags on a Web page.
1.1.7 Document HTML code using comments.
1.1.8 Save a text document as an HTML file.
1.1.9 Specify Headings.
1.1.10 Format Web page text.
1.1.11 Insert HTML entities, superscripts, and subscripts.
1.1.12 Create a horizontal rule.
1.1.13 Create ordered and unordered lists.
1.1.14 Learn where to place anchors on a Web page.
1.1.15 Create links.
1.1.16 Create links to email.
1.1.17 Use the <img> element.
1.1.18 Use and image as a link.
1.1.19 Organize files in your web directory.
1.1.20 Understand paths and their application to links.

Performance Standard 1.2: Use Styles to Format Web Pages

1.2.1 Identify the differences between HTML and CSS.
1.2.2 Write CSS Styles.
1.2.3 Create an embedded style.
1.2.4 Understand and use the font property.
1.2.5 Control line spacing and white space.
1.2.6 Change foreground and background colors on a Web page.
1.2.7 Create and apply inline styles.
1.2.8 Use classes to style several tags.

Performance Standard 1.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties

1.3.1 Identify the differences between dependent and independent classes.
1.3.2 Use external style sheets to format several Web pages.
1.3.3 Understand how to position text on a Web page.
1.3.4 Use CSS pseudo-elements.
1.3.5 Use the tag.
1.3.6 Create and apply an independent class.

1.3.7 Use the tag.
1.3.8 Investigate the box model.
1.3.9 Explore the padding, margin, and border properties.
1.3.10 Group links on a page.
1.3.11 Identify the Pseudo-class selectors.
1.3.12 Use CSS to style links.
1.3.13 Create a stylized navigation.
1.3.14 Group links on a page.

CONTENT STANDARD 2.0: UNDERSTAND WEB PAGE DESIGN AND LAYOUT

Performance Standard 2.1: Demonstrate Understanding of Color Theory as it Applies to Web Design and Development.

2.1.1 Explore Web Design Fundamentals.
2.1.2 Explore Design Theory.
2.1.3 Understand graphics file formats (vector versus raster).
2.1.4 Investigate graphics editors.
2.1.5 Understand computer color basics.
2.1.6 Control color properties with CSS.

Performance Standard 2.2: Enhance Web Pages with List, Images and Background-Images

2.2.1 Control background images with CSS.
2.2.2 Float and image or text.
2.2.3 Control image properties with CSS.
2.2.4 Understand and use the clear property.
2.2.5 Change list style type and position.
2.2.6 Format and float headings.
2.2.7 Work with background properties.

Performance Standard 2.3: Demonstrate Understanding of and Use the Box Model

2.3.1 Understand resolution as it applies to the Box Model.
2.3.2 Create boxes for layout.
2.3.3 Size and position boxes.
2.3.4 Determine how to control overflow for a box.
2.3.5 Understand padding, margins, and border properties.
2.3.6 Understand resolution as it applies to the Box Model.
2.3.7 Create boxes for layout.

Performance Standard 2.4: Demonstrate the Ability to Effectively Design and Layout Out Web Pages Using CSS

2.4.1 Designing for multiple screen resolutions.
2.4.2 Crafting the look and feel of a site.
2.4.3 Creating a unified site design.

2.4.4 Designing for the user.
2.4.5 Designing for accessibility.
2.4.6 Use the tag to create formatting sections of a document.
2.4.7 Use tag to format elements in a document.
2.4.8 Understand the positioning properties.
2.4.9 Create a print style sheet.
2.4.10 Use multiple style sheets.

CONTENT STANDARD 3.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS

Performance Standard 3.1: Appropriately Use Tables to Enhance their Web Pages

3.1.1 Discern the difference between data tables and layout tables.
3.1.2 Understand the importance of using CSS for layout versus tables for layouts.
3.1.3 Learn how to nest a data table within a CSS layout.
3.1.4 Create styles to change the appearance of a table.
3.1.5 Understand how to position cell contents.
3.1.6 Understand how to position a table.
3.1.7 Understand how to manipulate table cells.

Performance Standard 3.2: Demonstrate the Ability to Use Design and Layout Web Forms

3.2.1 Create an HTML form.
3.2.2 Create fields for text.
3.2.3 Create text boxes.
3.2.4 Understand how to choose appropriate form controls.
3.2.5 Create radio buttons, check boxes, and list boxes.
3.2.6 Create selection lists.
3.2.7 Talk about HTML Form validation (but don't use).

CONTENT STANDARD 4.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL STANDARDS

Performance Standard: 4.1: Demonstrate Understanding of Website Architecture and Planning

4.1.1 The beginning stages of Web site development.
4.1.2 The importance of understanding a site's target audience and how that understanding can affect site development.
4.1.3 Methods for getting a site developed.
4.1.4 Baseline considerations for every site, including navigation, organization, graphic design, and content development.
4.1.5 Understand the Web site development process.
4.1.6 Create a site specification.
4.1.7 Identify the content goal.
4.1.8 Analyze their audience.

4.1.9 Build a Web site development team.
4.1.10 Create a site storyboard.
4.1.11 Publish their Web site.
4.1.12 Test their Web site.

Performance Standard 4.2: Demonstrate Understanding of Site Organization and Navigation Principles

4.2.1 Create usable navigation.
4.2.2 Build text-based navigation.
4.2.3 Use graphics for navigation and linking.
4.2.4 Use lists for navigation.
4.2.5 Build horizontal navigation bars.
4.2.6 Build vertical navigation bars.
4.2.7 Use background color and graphics to enhance navigation.
4.2.8 Create hover rollovers.

Performance Standard 4.3: Demonstrate understanding of Web site Accessibility Standards

4.3.1 Investigate Accessibility Standards.
4.3.2 Explore and implement Web Content Accessibility Guidelines (WCAG).
4.3.3 Explore and understand Section 508 Standards.

CONTENT STANDARD 5.0: UNDERSTAND THE RELATIONSHIP OF WEB MARKETING

Performance Standard 5.1: Use Multimedia on the Web

5.1.1 Learn the basics of multimedia and executable content.
5.1.2 Embed Social Media Widgets on a Web page.
5.1.3 Explore the various formats available for Web-based video, the factors that determine which one to use.
5.1.4 Determine the demographics of the viewing audience, what they're watching, and why.
5.1.5 Investigate how and why companies are using Web-based video, and how audiences are responding to these efforts.
5.1.6 Explore what goes into producing professional videos.

Performance Standard 5.2: Demonstrate Brand and Marketing and Traffic Analysis

5.2.1 Identify the different types of sites that make up the Web, how each differs from the other, and how marketers can take advantage of each type of site
5.2.2 Understand the importance of keeping visitors coming back to a site
5.2.3 Learn the methods that sites utilize to increase customer retention
5.2.4 Explain the issues involved in copyrighting, trademarking, and licensing
5.2.5 Identify the issues related to working in a global environment
5.2.6 Define web-related mechanisms for audience development (attracting and retaining an audience)
5.2.7 Identify how the Web is different from other marketing tools and the added value it can provide to

marketers in developing brands

5.2.8 Discover how to promote and market your Web site to help drive new and returning traffic

5.2.9 Learn how marketers can track Web sites and what information relating to a Web site they can analyze

Performance Standard 5.3: Understand the Relationship Between the Web and Social Media

5.3.1 Define social media.

5.3.2 Understand how and why social media grew to play such an important role in the Web.

5.3.3 Explore the demographic breakdown of social media users and how their use of various applications differs.

5.3.4 Investigate the various types of social networks, how social networking sites function, and how marketers use these sites to build an audience.

5.3.5 Differentiate between Blogging and Content Management Systems.

5.3.6 Examine benefits and potential pitfalls of using Blogging and Social Media.

5.3.7 Explore Wikis and how they harness the collaborative nature of a user community.

5.3.8 Add Fresh Content with RSS/XML feeds.

5.3.9 Define “Mashups” and how they give marketers a unique opportunity to present features and information pulled together from other social media tools.

5.3.10 Explore the creation of Virtual worlds, how people communicate using avatars.