Business Web Page Design 2

Exam Information

Exam number
255

Items
46

Points
63

Prerequisites
Business Web Page Design 1

Recommended course length
One semester

National Career Cluster
Arts, A/V Technology & Communications, Arts, A/V Technology & Communications, Information Technology

Performance standards
Included (Optional)

Certificate available
Yes

Description

The Business Web Page Design 2 industry certification exam assesses the skills built upon in Business Web Page Design. Learners use web publishing software and HTML to demonstrate competencies in creating, formatting, illustrating, designing, editing/revising, and publishing documents on the World Wide Web. The exam includes evaluating proofreading, document composition, and communication competencies.

Exam Blueprint

Standard	Percentage of exam
1. Web Design Software	56%
2. Commercial Image Editing Software	21%
3. Website Post	7%
4. Project Management Team	5%
5. Commercial Animation Software	11%

Standard 1

Students will use commercial web design software (e.g. Adobe Dreamweaver) to create dynamic and interactive websites.

Objective 1 Review basic skills and design principles from Business Web Page Design.

Objective 2 Use the following software features: templates, CSS, rollover menus, forms, div tags, and tables.

Objective 3 Include music, sound, and/or video in a document.

Objective 4 Create an image map with hotspots.

Objective 5 Use meta tags in the head section to improve Search Engine Optimization (SEO).

Objective 6 Create a variety of links (hypertext, anchor tag/jump link/target link, e-mail links).

Objective 7 Utilize the current version of HTML tags.

Standard 2

Students will use commercial image editing software (e.g. fireworks, photoshop) to create graphics/web page.

Objective 1 Create, edit, and enhance images. Review image file extensions.

Objective 2 Use the following software features: templates, CSS, rollover menus, forms, div tags, and tables.

Objective 3 Include music, sound, and/or video in a document.

Objective 4 Create an image map with hotspots.

Objective 5 Use meta tags in the head section to improve Search Engine Optimization (SEO).

Standard 3

Students will use commercial web design software (e.g. adobe dreamweaver) to create dynamic and interactive websites.

Objective 1 Create a Web page portfolio of projects completed in class.

Objective 2 Use proper naming conventions and file structure, by understanding file types and file name extensions.

Objective 3 Understand the use of FTP for downloading or uploading documents.

Objective 4 Understand the process of registering and/or changing a website domain for the Internet (register.com or godaddy.com).

Objective 5 Understand the process of registering a Website with a search engine.

Objective 6 Test and validate a website in different window sizes, browsers, and electronic devices such as mobile phones and tablet PC's.

Standard 3 Performance Evaluation included below (Optional)

Standard 4

Students will collaborate in a project management team to create, post, and present a website.

Objective 1 Students will work together to design and complete a multi-page website.

Objective 2 Each team will storyboard its web design project and get approval from the project manager prior to beginning the project.

Objective 3 Students will maintain a collaborative location to share files and website resources. (i.e. cloud storage)

Objective 4 Students will cite all the resources used in their website.

Objective 5 Students will present their project to the class. Presentation should include target audience, design phase elements, resources and software used.

Standard 4 Performance Evaluation included below (Optional)

Standard 5

Students will add dynamic content to web pages using commercial animation software (e.g. FLASH, ANIM8OR, ULEAD, ADOBE EDGE ANIMATE), JAVASCRIPT, and/or WIDGETS.

Objective 1 Draw, color, and edit objects.

Objective 2 Understand and use layers.

Objective 3 Understand the importance and use of a timeline and/or storyboard.

Objective 4 Understand animation concepts: tweening and/or morphing, motion paths, behaviors and/or actions, twist and fade, library, import graphics.

Objective 5 Insert animation 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 – Self awareness and careers   Score:

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

Performance standard average score:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____