

# North Valley Occupational Center – Aviation Center

## **Desktop Publisher/Web Design**

### **Spring 2010**

M-F	8:00 AM – 10:00 AM
M-F	10:15 AM – 12:15 PM
& M-TH	12:45 PM – 1:45 PM
MW	6:30 PM – 9:00 PM

**Instructor:** Charles Garcia - (818) 365-9645 x428

This program prepares students for employment in the exciting fields of Web Page Development and Design. Students will develop a firm understanding of HTML, XHTML, JavaScript, CSS, Dreamweaver, and FTP applications to develop, maintain, and manage websites. Students will **demonstrate successful use of technology** using Photoshop, and Flash to enhance graphics and animate web pages. Students will also learn to design graphics and create streaming audio & video using industry standard movie-editing software. Each person will be given the opportunity to work **collaboratively in group settings and with outside customers** in the design, development, and management of real websites for local businesses and industries using a variety of these cutting-edge technologies.

The instruction is individualized to accommodate open-entry/open-exit training. Students will learn by way of hands-on training and be allowed to move at their own pace. Students demonstrate their proficiency with the course material by completing selected text exercises and tests and by creating a personal portfolio of professional and visually exciting websites.

### **Course Objectives:**

Upon successful completion of the course, students will be able to demonstrate the following skills, understanding and knowledge **in order to be competitive in the field of web development and design:**

1. Hardware and software components of the computer's operating system including Photoshop and Flash
2. Use of a standard word processor, spreadsheet, and database management system
3. Web development tools including HTML, XHTML, JavaScript, Dreamweaver, CSS
4. **Demonstrate written and verbal communications** involving proofreading and editing techniques
5. Techniques of Product Photography
6. Fundamentals of Scanning and the use of scanning technology
7. **Awareness of contracts and copyright protocols and the importance of good work ethics**
8. Using Internet tools to update and maintain websites including FTP software
8. Step-by-step process of web development project management **to efficiently achieve short and long term goals**
9. Selling skills to **effectively communicate with diverse populations to achieve success** as a freelance web designer

### **Prerequisites:**

- Basic keyboarding course or 30 net words-per-minute speed
- Computer Operator/Literacy 1, or demonstrated knowledge of computer systems, DOS, and firm knowledge of Windows 2000, or XP. Working knowledge of word processing software. **Pretest may be administered at instructor's discretion.**
- **Ninth grade reading level is recommended** for reading and comprehension of the textbook.

### **Student Requirements**

**Textbooks:** Valqui, Kelly, *Essentials for Design 1 XHTML*, ISBN: 0-13-146645-3  
 Valqui, Kelly, *Essentials for Design 2, XHTML* ISBN: 0-13-146644-5  
 Smith, Jennifer, et. al., *Adobe Photoshop CS4 Digital Classroom* ISBN: 978-0-470-41090-5  
 Osborn, Jeremy, *Adobe Dreamweaver CS4 Digital Classroom* ISBN: 978-0-470-41092-9  
 Sullivan, Stephanie, et al., *Mastering CSS with Dreamweaver CS4* ISBN: 0-321-50897-1  
 Gerantabee, Fred, *Adobe Flash CS4 Digital Classroom* ISBN: 978-0-470-41093-6

**Materials:** Pencils, One- 2" 3-Ring Binder, and 4GB+ USB Flash Drive

### **Student Evaluation**

The following criteria will be used to determine the student's final grade:

Attendance	10 %	Young Adults <b>must</b> complete <b>assigned work</b> in order to receive a grade. The instructor will issue an assignment list and grade accordingly. Students not completing <b>ALL</b> work will receive no credit.
Examinations	15 %	
Technical/Management Development	25 %	
Website Portfolio	50 %	

### **Class Regulations:**

The following rules for the class are **strictly enforced:**

- |  |  |
|--|--|
| No food or drink at the computer.                          | Notification required if student will be absent                |
| "First Come First Served" on computer use                  | No <b>chatting</b> or personal business conducted on computers |
| <b>No Beepers or Cellular phone use inside class</b>       | <b>No loud or excessive talking</b>                            |
| <b>Flash drives to be used only in class – NOT AT HOME</b> | Students expected to be in class the full class period         |

**Notes:** Certificates will be issued **only** to those students with **80% attendance** history. Students must complete at least 600 class hours of instruction **and** complete the course project requirements to receive a Certificate of Completion.

**This class is not designed for those wishing to quickly complete one personal web design project.** It is designed for those wanting to make a profession of web design. All coursework must be completed within an 18 month period.

**All students will sign an Acceptable Use Policy to assure the ethical and acceptable uses of computers in this classroom.**