

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 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 <div> 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.

CONTENT STANDARD 2.0: UNDERSTAND WEB PAGE DESIGN AND LAYOUT

Performance Standard 2.1: Demonstrate Understanding of Design 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.
- 2.1.7 Optimize images for web use.
- 2.1.8 Understand layering organization.
- 2.1.9 Understand masking and channels.
- 2.1.10 Understand typography use for the web.
- 2.1.11 Understand ethical use of copyrighted materials.
- 2.1.12 Use basic animation techniques.
- 2.1.13 Practice industry acceptable aesthetic techniques.

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 <div > 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.