

APPLICATION STANDARDS FOR WEB COMMUNICATION
WEB Communication _ WORKSHEET

These are application standards that should be included in the Web Scope and Sequence

<p>Setting project requirements</p> <p>1.1 Identify the purpose, audience, and audience needs for a website.</p> <p>1.2 Identify web page content that is relevant to the website purpose and appropriate for the target audience.</p> <p>1.3 Demonstrate knowledge of standard copyright rules (related terms, obtaining permission, and citing copyrighted material).</p> <p>1.4 Demonstrate knowledge of website accessibility standards that address the needs of people with visual & motor impairments.</p> <p>1.5 Follow design specifications.</p> <p>1.6 Understand project management tasks and responsibilities.</p> <p>Planning site design and page layout</p> <p>2.1 Demonstrate knowledge of best practices for designing a website, such as maintaining consistency, separating content from design, using standard fonts and web-safe colors.</p> <p>2.2 Produce website designs that work equally well on various operating systems and browser versions/configurations.</p>	
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2.3 Demonstrate knowledge of page layout design concepts and principles.

2.4 Identify basic principles of website usability, readability, and accessibility.

2.5 Demonstrate knowledge of flowcharts and storyboards to create web pages and a site map (site index) that maintain the planned website hierarchy.

2.6 Communicate with others (such as peers and clients) about design and content plans.

Understanding Adobe Dreamweaver

3.1 Identify elements of the Dreamweaver interface.

3.2 Use the Insert bar.

3.3 Use the Property inspector.

3.4 Use the Assets panel.

3.5 Use the Files panel.

Adding content

4.1 Define a Dreamweaver site.

4.2 Create, title, name, and save a web page.

4.3 Follow a flowchart and storyboards to create web pages and a site map (site index) that maintain the planned website hierarchy

4.4 Add text to a web page.

4.5 Insert images and apply alternative text on a web page.

4.6 Link web content, using hyperlinks, e-mail links, and named anchors.

4.7 Insert rich media, such as video, sound, and animation in Flash format.

4.8 Insert navigation bars, rollover images, and buttons created in Adobe Fireworks on a web page.

4.9 Build image maps.

4.10 Import tabular data to a web page.

4.11 Import a Microsoft Word or Microsoft Excel document to a web page.

4.12 Create forms.

Organizing and modifying content

5.1 Set and modify document properties.

5.2 Organize content by using tables.

5.3 Organize web page layout with absolutely-positioned div tags and CSS styles.

5.4 Modify text and text properties.

5.5 Modify images and image properties.

5.6 Modify Flash movies on a web page.

5.7 Create web page templates.

5.8 Use basic HTML tags to set up an HTML document, format text, add links, create tables, and build ordered and unordered lists.

5.9 Add head content to make a web page visible to search engines.

5.10 Use CSS to implement a reusable design.

Evaluating and maintaining a site

6.1 Conduct basic technical tests.

6.2 Identify techniques for basic usability tests.

6.3 Present web pages to others (such as team members and clients) for feedback and evaluation.

6.4 Identify methods for collecting site feedback.

6.5 Manage assets, links, and files for a site.

6.6 Publish and update site files to a remote server.

Notes