

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Web Design
Program Type: Job Preparatory
Occupational Area: Business Technology Education
Components: Four Occupational Completion Points including Core

	<u>Secondary</u>		<u>PSAV</u>
Program Number:	8207500		B070500
CIP Number:	0507.039905		0507.039905
Grade Level:	9-12, 30, 31		30, 31
Standard Length:	6 credits		1050 hours
Certification:	BUS ED @4 1 @2		BUS ED @4 1 @2
	VOE @7		VOE @7
	TEACH CBE @7		TEACH CBE @7
	BUS DP @7 G		BUS DP @7 G
	ELECT DP @7 G		ELECT DP @7 G
	CLERICAL @7 G		CLERICAL @7 G
	SECRETAR @7 G		SECRETAR @7 G
	STENO @4 @7 G		STENO @4 @7 G
	TEC ELEC \$7 G		TEC ELEC \$7 G
[Intro to IT, OCP B, C, and D Only]			
Additional certification accepted:	COMP SCI @6 @2		COMP SCI @6 @2
	COMM ART @7 G		COMM ART @7
CSO:	FBLA		Phi Beta Lambda
	BPA		BPA
Coop Method:	Yes		Yes
Apprenticeship:	No		No
Facility Code:	212		212
Basic Skills:			
Math			9
Language			9
Reading			9
SOC Code:	27-1014		

I. **PURPOSE:** This program is designed to prepare students for employment as a Information Technology Assistant, HTML Coder, Web Graphic Designer, and Web Producer.

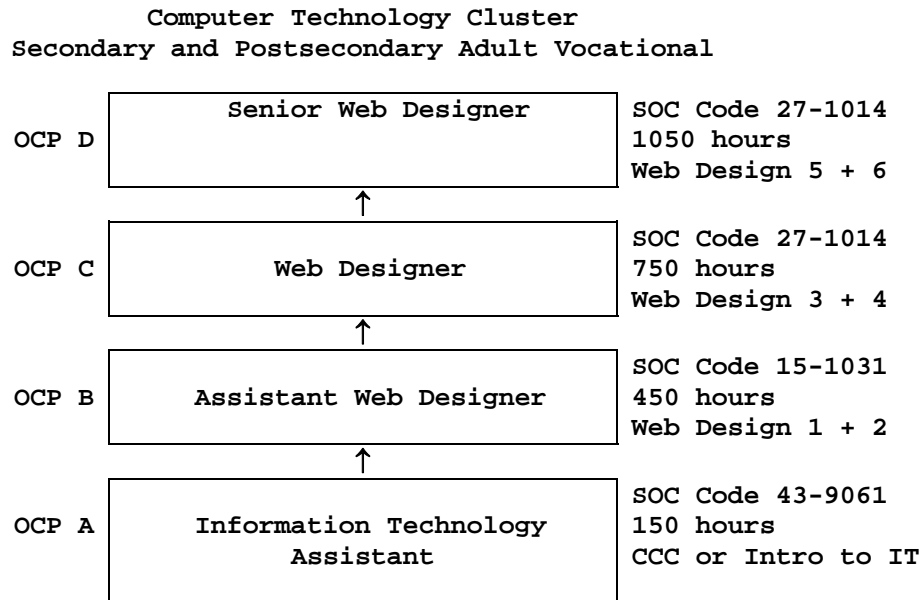
This program offers a broad foundation of knowledge and skills to prepare students for employment in Web Design Services (Web Design) positions. The content includes Operating System commands and Web document development, design, promotion and scripting.

This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the Web Design Services (Web Design) industry: planning; management; finance; technical and production skills; underlying principles of technology; labor issues; community issues; and health, safety, and environmental issues.

II. **PROGRAM STRUCTURE:** This program is a planned sequence of instruction consisting of the Business Technology Education Core (Computing for College and Careers 1 - OCP A) and three additional occupational completion points. Secondary or postsecondary students who have previously completed the Business Technology Education Core will not

have to repeat the core. A student who completes the applicable competencies at any occupational completion point may either continue with the training program or exit as an occupational completer.

The following diagram illustrates the Web Design Services (Web Design) program structure:



When offered at the secondary level, this program consists of the following courses which include the Business Technology Education Core:

Business Technology Education Core
8209020 - Computing for College and Careers
OR
8207310 - Introduction to Information Technology
8207110 - Web Design 1
8207120 - Web Design 2
8207130 - Web Design 3
8207140 - Web Design 4
8207150 - Web Design 5
8207160 - Web Design 6

- III. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program and include the use of keyboarding systems, computers, computer software, and peripheral equipment. Access to the Internet is required. Therefore, telephone lines, modems, communications software, and an account with an Internet services provider are required.
- IV. **SPECIAL NOTES:** Future Business Leaders of America (Secondary), Phi Beta Lambda (Postsecondary), and Business Professionals of America are the appropriate Career Student Organizations (CSO) for providing leadership training and for reinforcing specific career and technical skills. Career Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, FAC.

Cooperative training - OJT is appropriate for this program. Whenever cooperative training - OJT is offered, the following are required for

each student: a training plan, signed by the student, teacher, and employer, which includes instructional objectives and a list of on-the-job and in-school learning experiences; a workstation that reflects equipment, skills, and tasks that are relevant to the occupation which the student has chosen as a career goal. The student must receive compensation for work performed.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult vocational students is: Mathematics 9.0, Language 9.0, Reading 9.0. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

This program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F.S.

The standard length of this program is 1050 hours.

To be transferable statewide between institutions, this program must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Adult students with disabilities must self-identify and request such services. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate the methods to improve students' personal qualities and high-order thinking skills.

21st-Century Skills: Instructional strategies for this program must include methods that require students to acquire 1. Digital-Age Literacy - basic scientific, mathematical, and technological literacies - visual and information literacies - cultural literacy and global awareness; 2. Inventive Thinking - adaptability/ability to manage complexity - curiosity, creativity, and risk taking - higher order thinking and sound reasoning; 3. Effective Communication - teaming, collaboration, and interpersonal skills - personal and social responsibility - interactive communication; 4. High Productivity - ability to prioritize, plan, and manage for results - effective use of real-world tools - relevant, high-quality products.

Equipment List: A generic equipment list is available for this program.

- V. **INTENDED OUTCOMES:** After completing the following competencies, the student will be able to:

OCCUPATIONAL COMPLETION POINT - DATA CODE A

Information Technology Assistant- SOC Code 43-4000

OCCUPATIONAL COMPLETION POINT - DATA CODE A

Information Technology Assistant- SOC Code 43-4000

Computing for College and Careers competencies:

- 01.0 Demonstrate knowledge, skill, and application of information systems to accomplish job objectives and enhance workplace performance *and enhance personal performance in relation to the workplace*. Apply ergonomic principles applicable to the configuration of computer workstations. [Student Performance Standards: 01.01, 01.02, 01.03, 01.04, 01.05, 01.06, 01.07, 01.08.]
- 02.0 Demonstrate comprehension and communication skills. [Student Performance Standards: 02.01, 02.02, 02.04, 02.05, 02.05, 02.06, 02.07, 02.08.]
- 03.0 Use technology to apply and enhance communication skills in technical reading, writing. [Student Performance Standards: 03.01, 03.02, 03.03, 03.05, 03.06.]
- 04.0 Develop an awareness of management functions and organizational structures as they relate to today's workplace and employer/employee roles. Demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member. [Student Performance Standards: 04.01, 04.02, 04.03.]
- 05.0 Practice quality performance in the learning environment and the workplace. [Student Performance Standards: 05.01, 05.02.]
- 06.0 Incorporate appropriate leadership and supervision techniques, customer service strategies, and standards of personal and professional ethics to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 06.01, 06.02, 06.03.]
- 07.0 Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 07.01, 07.02, 07.03.]
- 08.0 Assess personal strengths and weaknesses as they relate to job objectives, career exploration, personal development, and life goals. [Student Performance Standards: 08.01, 08.02, 08.03.]
- 09.0 Incorporate knowledge gained from individual assessment and job/career exploration to design an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals. Experience work-based learning through job shadowing, mentoring, e-coaching, etc. [Student Performance Standards: 09.01, 09.02, 09.03, 09.04, 09.05, 09.06, 09.07.]
- 10.0 Demonstrate personal and interpersonal skills and attributes appropriate for the workplace. [Student Performance Standards: [10.01, 10.02, 10.03.]
- 13.0 Perform office functions and responsibilities to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 13.02.]
- 41.0 Perform e-mail activities. [Student Performance Standards: 41.01, 41.09.]
- 42.0 Demonstrate operating systems. [Student Performance Standards: 42.01, 42.10, 42.12, 42.14.]
- 67.0 Develop an awareness of emerging technologies. [Student Performance Standards: 67.01, 67.02, 67.03.]

OR

Introduction to IT Competencies:

- 01.0 Demonstrate knowledge, skill, and application of information systems to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 01.01, 01.02, 01.03, 01.04, 01.06, 01.07.]
- 02.0 Demonstrate Comprehension and communication skills. [Student Performance Standards: 02.03, 02.62, 02.63, 02.64, 02.65, 02.66.]
- 03.0 Use technology to enhance the effectiveness of communication skills. [Student Performance Standards: 03.03, 03.06.]
- 04.0 Develop an awareness of management functions and organizational structures as they relate to today's workplace and employer/employee roles. [Student Performance Standards: 04.01, 04.02, 04.03.]
- 05.0 Practice quality performance in the learning environment and the workplace. [Student Performance Standards: 05.01, 05.02, 07.07, 07.08.]
- 06.0 Incorporate appropriate leadership and supervision techniques, customer service strategies, and standards of personal ethics to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 06.03.]
- 07.0 Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance. [Student Performance Standards: 07.01, 07.02, 07.03.]
- 08.0 Assess personal strengths and weaknesses as they relate to job objectives, career exploration, personal development, and life goals. [Student Performance Standards: 08.02, 08.03.]
- 09.0 Incorporate knowledge gained from individual assessment and job/career exploration to design an individual career plan that reflects the transition from school to work, lifelong learning, and personal and professional goals. [Student Performance Standards: 09.15, 09.16, 09.17, 09.18, 09.19, 09.20.]
- 10.0 Demonstrate human relations/interpersonal skills appropriate for the workplace. [Student Performance Standards: 10.01, 10.03.]
- 20.0 Participate in work-based learning experiences. [Student Performance Standards: 20.44, 20.46.]
- 41.0 Perform e-mail activities. [Student Performance Standards: 41.01, 41.02, 41.03, 41.04, 41.05, 41.06, 41.07, 41.08, 41.09, 41.10, 41.11, 41.12, 41.13.]
- 42.0 Demonstrate knowledge of different operating systems. [Student Performance Standards: 42.01, 42.10, 42.12, 42.14.]
- 55.0 Demonstrate proficiency navigating the internet, intranet, and the WWW. [Student Performance Standards: 55.01, 55.10, 55.11, 55.14, 55.15, 55.16, 55.17, 55.18.]
- 56.0 Demonstrate proficiency using HTML commands. [Student Performance Standards: 56.01, 56.02, 56.03, 56.04, 56.05, 56.06, 56.08, 56.17, 56.18, 56.19.]
- 57.0 Demonstrate proficiency in page design applicable to the WWW. [Student Performance Standards: 57.01, 57.02, 57.04, 57.05, 57.25, 57.26, 57.28.]
- 63.0 Demonstrate proficiency using specialized web design software. [Student Performance Standards: 63.01, 63.02.]
- 64.0 Develop an awareness of the information technology industry. [Student Performance Standards: 64.01, 64.04, 64.05.]
- 65.0 Develop an awareness of microprocessors and digital computers.

- [Student Performance Standards: 65.01, 65.02, 65.03, 65.04, 65.05, 65.06, 65.07, 65.08.]
- 66.0 Develop an awareness of programming languages. [Student Performance Standards: 66.01, 66.02, 66.03, 66.04.]
 - 67.0 Develop an awareness of emerging technologies. [Student Performance Standards: 67.01, 67.02, 67.03.]
 - 69.0 Demonstrate an understanding of the seven layers of the Open Systems Interface (OSI) model. [Student Performance Standards: 69.04, 69.06, 69.07, 69.08, 69.09, 69.11, 69.01, 69.02.]
 - 70.0 Demonstrate proficiency using common software applications. [Student Performance Standards: 70.01, 70.02.] 4)
 - 71.0 Demonstrate proficiency using specialized software applications. [Student Performance Standards: 71.01, 71.02, 71.06.]

OCCUPATIONAL COMPLETION POINT - DATA CODE B

Assistant Web Designer - SOC Code 15-1031

Intended outcomes of OCP A must be completed previously or concurrently. After completing the following additional competencies, the student will have achieved the occupational completion point of HTML Coder and the student will be able to:

- 20.0 Participate in work-based learning experiences. [Student Performance Standards: 20.41, 20.42, 20.43.]
- 41.0 Perform e-mail activities. [Student Performance Standards: 41.01, 41.02, 41.03, 41.04, 41.05, 41.09, 41.10, 41.11, 41.16.]
- 42.0 Demonstrate proficiency using operating systems. [Student Performance Standards: 42.10, 42.11, 42.12, 43.13.]
- 50.0 Perform decision making activities. [Student Performance Standards: 50.01, 50.02, 50.03, 50.04, 50.07.]
- 55.0 Demonstrate proficiency navigating the Internet, Intranet, and the WWW. [Student Performance Standards: 55.01, 55.02, 55.03, 55.04, 55.05, 55.06, 55.07, 55.08, 55.09, 55.10, 55.11, 55.12, 55.13, 55.14, 55.18.]
- 56.0 Demonstrate proficiency using HTML commands. [Student Performance Standards: 56.01, 56.02, 56.03, 56.04, 56.05, 56.06, 56.07, 56.08, 56.09, 56.20, 56.21, 56.22.]
- 57.1 Demonstrate proficiency in page design applicable to the WWW. [Student Performance Standards: 57.01, 57.02, 57.03, 57.04, 57.05, 57.06, 57.07, 57.08, 57.09, 57.10, 57.11, 57.12, 57.13, 57.14, 57.15, 57.16, 57.17, 57.18, 57.19, 57.20, 57.21, 57.22, 57.23, 57.24, 57.28.]
- 58.0 Develop an awareness of Internet/Intranet tools. [Student Performance Standards: 58.01, 58.02, 58.03, 58.04, 58.07, 58.08.]

OCCUPATIONAL COMPLETION POINT - DATA CODE C

WEB DESIGNER - SOC Code 27-1014

Intended outcomes of OCP A and OCP B must be completed previously or concurrently. After completing the following additional competencies, the student will have achieved the occupational completion point of Web Graphic Designer and the student will be able to:

- 20.0 Participate in work-based learning experiences. [Student Performance Standards: 20.41, 20.42, 20.43.]
- 50.0 Perform decision making activities. [Student Performance Standards: 50.08, 50.10.]
- 51.0 Perform layout, design, and measurement activities. [Student Performance Standards: 51.03, 51.05, 51.06, 51.07.]

- 52.0 Demonstrate Proficiency in graphic editing operations. [Student Performance Standards: 52.02, 52.03, 52.04, 52.11, 52.12, 52.18, 52.19.]
- 53.0 Demonstrate proficiency in digital imaging. [Student Performance Standards: 53.01, 53.02, 53.03, 53.04,
- 56.0 Demonstrate proficiency using HTML commands. [Student Performance Standards: 56.15, 56.16, 56.21.]
- 60.0 Demonstrate proficiency using interactive Web site components. [Student Performance Standards: 60.01, 60.02, 60.03, 60.06, 60.08, 60.09, 60.11, 60.12.]
- 62.0 Demonstrate proficiency in server configuration standards.

OCCUPATIONAL COMPLETION POINT - DATA CODE D

Senior Web Designer - SOC Code 27-2014

Intended outcomes of OCP A, OCP B, and OCP C must be completed previously. After completing the following additional competencies, the student will have achieved the occupational completion point of Web Producer and the student will be able to:

- 50.0 Perform decision making activities. [Student Performance Standards: 50.11, 50.10.]
- 58.0 Develop an awareness of Internet/Intranet tools. [Student Performance Standards: 58.05, 58.06.]
- 59.0 Demonstrate proficiency in web site promotion. [Student Performance Standards: 59.01, 59.02, 59.03, 59.04, 59.05, 59.06, 59.07, 59.08, 59.09, 59.10, 59.11.]
- 60.0 Demonstrate proficiency using interactive Web site components. [Student Performance Standards: 60.07, 60.13.]
- 61.0 Demonstrate proficiency using a scripting language. [Student Performance Standards: 61.01., 61.02, 61.03, 61.04, 61.05, 61.06, 61.07, 61.08
- 73.0 Students will demonstrate concepts necessary for e-commerce. [Student Performance Standards: 73.01, 73.02, 73.03, 73.04, 73.05.]
- 74.0 Demonstrate proficiency in page design applications. [Student Performance Standards: 74.01, 74.02, 74.03.]
- 75.0 Participate in group based business web project. [Student Performance Standards: 75.01, 75.02, 75.03, 75.04, 75.05, 75.06, 75.07, 75.08, 75.09.]

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Web Design
Secondary Number: 8207500
Postsecondary Number: B070500

OCCUPATIONAL COMPLETION POINT - DATA CODE A Information Technology Assistant-
SOC Code 43-4000

Computing for College and Careers competencies:

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 01.01 Develop keyboarding skills to enter and manipulate text and data.
- 01.02 Describe and use current and emerging computer technology and software to perform personal and business related tasks.
- 01.03 Identify and describe communications and networking systems used in workplace environments.
- 01.04 Use reference materials such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software.
- 01.05 Demonstrate basic computer file management skills.
- 01.06 Troubleshoot problems with computer hardware peripherals and other office equipment.
- 01.07 Describe ethical issues and problems associated with computers and information systems.
- 01.08 Apply ergonomic principles applicable to the configuration of computer workstations.

WORKPLACE COMMUNICATIONS

02.0 DEMONSTRATE COMPREHENSION AND COMMUNICATION SKILLS—The student will be able to:

- 02.01 Read and comprehend technical and non-technical reading assignments related to course content including trade journals, books, magazines and electronic sources.
- 02.02 Write clear and well-organized research papers, integrating a variety of information.
- 02.04 Prepare and deliver an oral report with appropriate materials to the class
- 02.05 Participate in large group discussions as a member and/or a leader.
- 02.06 Take notes, organize, summarize, and paraphrase ideas and details.
- 02.07 Accurately follow written and oral instructions.
- 02.08 Interpret data on graphs, charts, diagrams, and tables commonly used in this industry/occupation.

03.0 USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATION SKILLS—The student will be able to:

- 03.01 Select and use word processing software and accompanying features to enhance written business communications.

- 03.02 Use the writing process to create and edit business documents appropriate to the subject matter, purpose, and audience.
- 03.03 Use database, spreadsheet, presentation software, scheduling, and integrated software packages to enhance communication.
- 03.05 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication.
- 03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

- 04.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/ EMPLOYEE ROLES—The student will be able to:
 - 04.01 Explore, design, implement, and evaluate organizational structures and cultures for managing project teams.
 - 04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.
 - 04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.
- 05.0 PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:
 - 05.01 Assess personal, peer and group performance and identify and implement strategies for improvement (e.g., organizational skills, note taking/outlining, advance organizers, reasoning skills, problem-solving skills, and decision-making skills).
 - 05.02 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).
- 06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:
 - 06.01 Demonstrate an awareness of quality service and the personal and professional standards required to establish an effective service-based culture in the workplace, business, or learning environment.
 - 06.02 Identify, analyze, and implement managerial skills necessary for maintaining a high quality work environment, goals, and strategic planning in business settings.
 - 06.03 Follow accepted rules, regulations, policies, procedures, processes, and workplace safety.

MATHEMATICS AND FINANCE

- 07.0 APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 07.01 Analyze, interpret, compile, and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures.
- 07.02 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time).
- 07.03 Select and use the correct mathematical processes and tools to solve complex problem situations that are typical of business settings and use formulas when appropriate.

JOB READINESS AND CAREER DEVELOPMENT

08.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:

- 08.01 Assess, analyze, and reassess individual talents, aptitudes, interests, and personal characteristics as they relate to potential future careers in business environments.
- 08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.
- 08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

09.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS—The student will be able to:

- 09.01 Analyze personal skills and aptitudes in comparison with various business related job and career options.
- 09.02 Use career resources to develop an information base that reflects local and global business related occupations and opportunities for continuing education and workplace experience.
- 09.03 Demonstrate job-seeking skills required for entry-level employment (e.g., resume, application, interview, follow-up).
- 09.04 Design and initiate a plan to facilitate growth and skill development related to anticipated job requirements and career expectations.
- 09.05 Refine and implement a plan to facilitate personal growth and skill development related to anticipated job requirements and career expectations.
- 09.06 Demonstrate an awareness of specific job requirements and career paths (e.g., requirements, characteristics needed) in business environments.
- 09.07 Demonstrate an awareness of the potential impact of local and global trends on career plans and life goals.
- 09.08 Build mentor relationships with local professionals in the industry.

HUMAN RELATIONS/INTERPERSONAL SKILLS

10.0 DEMONSTRATE HUMAN RELATIONS/INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to:

- 10.01 Accept constructive criticism.
- 10.02 Apply appropriate strategies to manage and resolve conflicts in work situations.
- 10.03 Demonstrate personal and interpersonal skills appropriate for the workplace (e.g., responsibility, dependability, punctuality,

integrity, positive attitude, initiative, respect for self and others, professional dress, etc.).

ADMINISTRATIVE PROCEDURES

13.0 PERFORM FUNCTIONS AND RESPONSIBILITIES TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 13.02 Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, plagiarism, copyright violations, sexual harassment, mission statement, code of ethics, etc.).

NETWORK/SOFTWARE SUPPORT

41.0 PERFORM E-MAIL ACTIVITIES—The student will be able to:

- 41.01 Describe e-mail capabilities and functions.
- 41.09 Use the Internet to perform e-mail activities.

42.0 DEMONSTRATE OPERATING SYSTEMS—The student will be able to:

- 42.01 Identify operating system file naming conventions.
- 42.10 Demonstrate proficiency with file management and structure (e.g., folder creation, file creation, backup, copy, delete, open, save).
- 42.12 Demonstrate a working knowledge of standard file formats.
- 42.14 Explain the history and purpose of various operating systems (e.g., DOS, Windows, Mac, and Unix/Linux).

INFORMATION TECHNOLOGY

67.0 DEVELOP AN AWARENESS OF EMERGING TECHNOLOGIES—The student will be able to:

- 67.01 Compare and contrast various methods of evaluation for emerging technologies.
- 67.02 Demonstrate knowledge of the process of planning upgrades and changeovers.
- 67.03 Compare and contrast emerging technologies(e.g., wireless, wireless web, cell phones, portables/handhelds, smart appliances, home networks, peer-to-peer, etc.).

OR

Introduction to Information Technology competencies:

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 01.01 Develop keyboarding skills to enter and manipulate text and data.
- 01.02 Describe and use current and emerging computer technology and software to perform personal and business related tasks.
- 01.03 Identify and describe communications and networking systems used in workplace environments.
- 01.04 Use reference materials such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software.

- 01.06 Troubleshoot problems with computer hardware peripherals and other office equipment.
- 01.07 Describe ethical issues and problems associated with computers and information systems.

WORKPLACE COMMUNICATIONS

- 02.0 DEMONSTRATE COMPREHENSION AND COMMUNICATION SKILLS—The student will be able to:
 - 02.03 Use listening, speaking, telecommunication and nonverbal skills and strategies to communicate effectively with supervisors, co-workers, and customers.
 - 02.61 Use professional business vocabulary appropriate for information technology environments.
 - 02.62 Organize ideas and communicate oral and written messages appropriate for information technology environments.
 - 02.63 Collaborate with individuals and teams to complete tasks and solve information technology problems.
 - 02.64 Identify, define, and discuss professional information technology terminology appropriate for internal and external communications in an information technology environment.
 - 02.65 Apply the writing process to the creation of appropriate documents following designated business formats.
 - 02.66 Demonstrate an awareness of project management concepts and tools (e.g., timelines, deadlines, resource allocation, time management, delegation of tasks, collaboration, etc.).
- 03.0 USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATION SKILLS—The student will be able to:
 - 03.03 Use database, spreadsheet, and presentation software, scheduling, and integrated software packages to enhance communication.
 - 03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

- 04.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/ EMPLOYEE ROLES—The student will be able to:
 - 04.01 Explore, design, implement, and evaluate organizational structures and cultures.
 - 04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.
 - 04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.
- 05.0 PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:
 - 05.03 Assess personal, peer and group performance and identify and implement strategies for improvement (e.g., organizational skills, note taking/outlining, advance organizers, reasoning skills, problem-solving skills, and decision-making skills).

05.04 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).

06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

06.03 Demonstrate awareness of the following workplace essentials: Quality customer service; business ethics; confidentiality of information; copyright violations; accepted workplace rules, regulations, policies, procedures, processes, and workplace safety, and appropriate attire and grooming.

MATHEMATICS AND FINANCE

07.0 APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

07.04 Analyze, interpret, compile, and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures.

07.05 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time).

07.06 Select and use the correct mathematical processes and tools to solve complex problem situations that are typical of business settings and use formulas when appropriate.

JOB READINESS AND CAREER DEVELOPMENT

08.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:

08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.

08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

09.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS—The student will be able to:

09.15 Research, compare, and contrast information technology career clusters (e.g., characteristics needed, skills required, education required, industry certifications, advantages and disadvantages of information technology careers, the need for information technology workers, etc.).

09.16 Describe the variety of occupations and professions within the world of information technology including those where information technology is either in a primary focus or in a supportive role.

09.17 Describe job requirements for the variety of occupations and professions within the global world of information technology.

09.18 Analyze personal skills and aptitudes in comparison with information technology career opportunities.

- 09.19 Refine and implement a plan to facilitate personal growth and skill development related to information technology career opportunities.
- 09.20 Develop and maintain an electronic career portfolio, to include, but not limited to the Resume and Letter of Application.

10.0 DEMONSTRATE HUMAN RELATIONS/INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to:

- 10.01 Accept constructive criticism.
- 10.03 Demonstrate personal and interpersonal skills appropriate for the workplace (e.g., responsibility, dependability, punctuality, integrity, positive attitude, initiative, respect for self and others, professional dress, etc.).

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

- 20.44 Participate in work-based learning experiences in an information technology environment.
- 20.46 Discuss the use of technology in an information technology environment.

NETWORK/SOFTWARE SUPPORT

41.0 PERFORM E-MAIL ACTIVITIES—The student will be able to:

- 41.02 Describe e-mail capabilities and functions.
- 41.02 Identify components of an e-mail message.
- 41.03 Identify the components of an e-mail address.
- 41.04 Identify when to use different e-mail options.
- 41.05 Attach a file to an e-mail message.
- 41.06 Forward an e-mail message.
- 41.07 Use an address book.
- 41.08 Reply to an e-mail message.
- 41.09 Use the Internet to perform e-mail activities.
- 41.10 Identify the appropriate use of e-mail and demonstrate related e-mail etiquette.
- 41.12 Identify when to include information from an original e-mail message in a response.
- 41.13 Identify common problems associated with widespread use of e-mail.

42.0 DEMONSTRATE knowledge of different OPERATING SYSTEMS—The student will be able to:

- 42.01 Identify operating system file naming conventions.
- 42.10 Demonstrate proficiency with file management and structure (e.g., folder creation, file creation, backup, copy, delete, open, save).
- 42.12 Demonstrate a working knowledge of standard file formats.
- 42.14 Explain the history and purpose of various operating systems (e.g., DOS, Windows, Mac, and Unix/Linux).

WEB DESIGN

55.0 DEMONSTRATE PROFICIENCY NAVIGATING THE INTERNET, INTRANET, AND THE WWW—The student will be able to:

- 55.01 Identify and describe Web terminology.
 - 55.10 Demonstrate proficiency in using the basic features of GUI browsers (e.g., setting bookmarks, basic configurations, e-mail configurations, address book).
 - 55.11 Define Universal Resource Locators (URLs) and associated protocols (e.g., .com, .org, .edu, .gov, .net, .mil).
 - 55.14 Describe and observe Internet/Intranet ethics and copyright laws and regulatory control.
 - 55.15 Trace the evolution of the Internet from its inception to the present and into the future.
 - 55.16 Demonstrate proficiency using search engines (e.g., Yahoo!, Google, Northern Light, Lycos, Excite, etc.).
 - 55.17 Demonstrate proficiency using various web tools (e.g., downloading of files, transfer of files, telnet, pdf, etc.).
 - 55.18 Identify effective Boolean search strategies.
- 56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS-The student will be able to:
- 56.01 Identify elements of a Web page.
 - 56.02 Describe individual Web page layouts and content (e.g., writing for the Web, Web structure).
 - 56.03 Define basic HTML terminology.
 - 56.04 Analyze HTML source code developed by others.
 - 56.05 Create Web pages using basic HTML tags (e.g., links, lists, character styles, text alignment, tables).
 - 56.06 Use storyboarding techniques for subsequent Web pages (e.g., linear, hierarchical).
 - 56.08 Edit and test HTML documents for accuracy and validity.
 - 56.17 Use basic functions of WYSIWYG editors.
 - 56.18 Use basic functions of HTML, DHTML, and XML editors and converters.
 - 56.19 Enhance web pages through the addition of images and graphics including animation.
- 57.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICABLE TO THE WWW-The student will be able to:
- 57.01 Develop an awareness of acceptable Web page design, including index pages in relation to the rest of the Web site.
 - 57.02 Describe and apply color theory as it applies to Web page design (e.g., background and text color).
 - 57.04 Access and digitize graphics through various resources (e.g., scanner, digital cameras, on-line graphics, clipart, CD ROM's).
 - 57.05 Use image design software to create and edit images.
 - 57.25 Demonstrate proficiency in publishing to the Internet.
 - 57.26 Demonstrate proficiency in adding downloadable forms to web pages.
 - 57.28 Explain the need for web-based applications.
- 63.0 DEMONSTRATE PROFICIENCY USING SPECIALIZED WEB DESIGN SOFTWARE-The student will be able to:
- 63.01 Compare and contrast various specialized web design software (e.g., Flash, Shockwave, GoLive, Director, etc.).
 - 63.02 Demonstrate proficiency using use of various specialized web design software (e.g., Flash, Shockwave, GoLive, Director, etc.).

INFORMATION TECHNOLOGY

- 64.0 DEVELOP AN AWARENESS OF THE INFORMATION TECHNOLOGY INDUSTRY-The student will be able to:

- 64.01 Explain how information technology impacts the operation and management of business and society.
- 64.04 Explain the emergence of e-commerce and e-government and the potential impact on business and society.
- 64.05 Explain the emergence of a paperless society.
- 65.0 DEVELOP AN AWARENESS OF MICROPROCESSORS AND DIGITAL COMPUTERS-The student will be able to:
 - 65.01 Describe the evolution of the digital computer.
 - 65.02 Explain the general architecture of a microcomputer system.
 - 65.03 Explain the evolution of microprocessors.
 - 65.04 Explain software hierarchy and its impact on microprocessors.
 - 65.05 Explain the need for and use of peripherals.
 - 65.06 Demonstrate proficiency using peripherals.
 - 65.07 Identify the basic concepts of computer maintenance and upgrades.
 - 65.08 Differentiate between diagnosing and troubleshooting.
- 66.0 DEVELOP AN AWARENESS OF PROGRAMMING LANGUAGES-The student will be able to:
 - 66.01 Explain the history of programming languages.
 - 66.02 Explain the need for and use of compilers.
 - 66.03 Explain how compilers work.
 - 66.04 Identify the three types of programming design approaches (e.g., top-down, structured, and object-oriented).
- 67.0 DEVELOP AN AWARENESS OF EMERGING TECHNOLOGIES-The student will be able to:
 - 67.01 Compare and contrast various methods of evaluation for emerging technologies.
 - 67.02 Demonstrate knowledge of the process of planning upgrades and changeovers.
 - 67.03 Compare and contrast emerging technologies and describe how they impact business in the global marketplace (e.g., wireless, wireless web, cell phones, portables/handhelds, smart appliances, home networks, peer-to-peer, etc.).
- 69.0 DEMONSTRATE AN UNDERSTANDING OF THE SEVEN LAYERS OF THE OPEN SYSTEMS INTERFACE (OSI) MODEL-The student will be able to:
 - 69.04 Identify how types of networks and how they work.
 - 69.06 Identify the role of servers and clients on a network.
 - 69.07 Identify benefits and risks of networked computing.
 - 69.08 Identify the relationship between computer networks and other communications networks (i.e. telephone systems).
 - 69.09 Identify Intranets, Extranets and how they relate to the Internet.
 - 69.11 Demonstrate basic understanding of network administration.
 - 69.01 Describe the evolution of OSI from its inception to the present and into the future.
 - 69.02 Explain the interrelations of the seven layers of the Open Systems Interface (OSI) as it relates to hardware and software

SOFTWARE APPLICATIONS

- 70.0 DEMONSTRATE PROFICIENCY USING COMMON SOFTWARE APPLICATIONS-The student will be able to:

- 70.01 Compare and contrast the appropriate use of various software applications (e.g., word processing, desktop publishing, graphics design, web browser, e-mail, presentation, database, scheduling, financial management, Java applet, music, etc.).
- 70.02 Demonstrate proficiency in the use of various software applications (e.g., word processing, desktop publishing, graphics design, web browser, e-mail, presentation, database, scheduling, financial management, Java applet, music, etc.).

71.0 DEMONSTRATE PROFICIENCY USING SPECIALIZED SOFTWARE APPLICATIONS-
The student will be able to:

- 71.01 Compare and contrast the appropriate use of specialized software applications (e.g., (OLTP, Computer Aided Design, Computer Aided Manufacturing, 3D animation process control, materials management, etc.).
- 71.02 Demonstrate awareness of specialized software applications (e.g., OLTP, Computer Aided Design, Computer Aided Manufacturing, 3D animation, process control, materials management, etc.)
- 71.06 Demonstrate the ability to incorporate digital sound.

OCCUPATIONAL COMPLETION POINT DATA CODE B

Assistant Web Designer - SOC Code 15-1031

Intended outcomes of OCP A must be completed previously or concurrently.

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

- 20.41 Participate in work-based learning experiences in a Web Design Services (Web Design) environment.
- 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
- 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.

NETWORK/SOFTWARE SUPPORT

41.0 PERFORM E-MAIL ACTIVITIES—The student will be able to:

- 41.01 Describe e-mail capabilities and functions.
- 41.02 Create and send e-mail messages with attachments.
- 41.03 Reply to and forward e-mail messages.
- 41.04 Organize and manage e-mail messages.
- 41.05 Utilize all applicable e-mail options and functions.
- 41.09 Use the Internet to perform e-mail activities.
- 41.10 Define the standards used by Internet/Intranet e-mail (e.g., pop, mime).
- 41.11 Describe the issues involved in sending and receiving documents as e-mail attachments.
- 41.16 Identify privacy issues in the employee/employer relationship. (e.g., avoid libel, spam, personal usage).

42.0 DEMONSTRATE PROFICIENCY USING OPERATING SYSTEMS—The student will be able to:

- 42.10 Demonstrate proficiency with file management and structure (e.g., folder creation, file creation, backup, copy, delete, open, save).
- 42.11 Describe the difference between relative and absolute path commands.
- 42.12 Demonstrate a working knowledge of standard file formats.
- 42.13 Demonstrate proficiency with help references.

WEB DESIGN

- 50.0 PERFORM DECISION MAKING ACTIVITIES—The student will be able to:
 - 50.01 Determine work priorities.
 - 50.02 Evaluate and select appropriate software packages to complete assigned tasks.
 - 50.03 Evaluate information to be used and choose relevant material.
 - 50.04 Determine the audience.
 - 50.07 Compare and select appropriate multimedia tools.

- 55.0 DEMONSTRATE PROFICIENCY NAVIGATING THE INTERNET, INTRANET, AND THE WWW—The student will be able to:
 - 55.01 Identify and describe Web terminology.
 - 55.02 Describe the history of the Internet and Intranet.
 - 55.04 Describe the difference between a client and a server.
 - 55.05 Describe the difference between the Internet, Intranet, and WWW.
 - 55.06 Describe the different methods by which information may be accessed on the Internet/Intranet (e.g., browser, FTP, gopher, telnet, veronica).
 - 55.07 List the available resources and services on the Internet (e.g., electronic commerce, personal, government, business, etiquette, education, distance learning).
 - 55.08 Locate information on the Internet/Intranet using a Web browser.
 - 55.09 Copy information from the Internet/Intranet, save, and print using a Web browser.
 - 55.10 Demonstrate proficiency in using the basic features of GUI browsers (e.g., setting bookmarks, basic configurations, e-mail configurations, address book).
 - 55.11 Define Universal Resource Locators (URLs) and associated protocols (e.g., .com, .org, .edu, .gov, .net, .mil).
 - 55.12 Identify and use search engines to locate information.
 - 55.13 Describe the various ways of communicating on the Internet/Intranet (e.g., e-mail, forums, IRC, CHAT, Listserv, Usenet, MOOs, etc.).
 - 55.14 Describe and observe Internet/Intranet ethics and copyright laws.
 - 55.18 Identify methods to protect personal copyright.

- 56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS—The student will be able to:
 - 56.01 Identify elements of a Web page.
 - 56.02 Describe individual Web page layouts and content (e.g., writing for the Web, Web structure).
 - 56.03 Define basic HTML terminology.
 - 56.04 Analyze HTML source code developed by others.
 - 56.05 Create a Web page using basic HTML tags (e.g., links, lists, character styles, text alignment, tables).
 - 56.06 Use storyboarding techniques for subsequent Web pages (e.g., linear, hierarchical).
 - 56.07 Add graphics to Web pages.
 - 56.08 Edit and test HTML documents for accuracy and validity.
 - 56.09 Use basic functions of HTML editors and converters.

- 56.10 Use advanced storyboarding and organization for Web site design.
- 56.11 Develop, integrate, and apply the use of frames in Web site design (e.g., simple and complex framesets).
- 56.12 Develop, integrate, and apply the use of client-side imagemaps in Web site design.
- 56.13 Develop, integrate, and apply the use of forms in Web site design.
- 56.14 Develop, integrate, and apply HTML codes for search engines (e.g., META tags).
- 56.15 Use advanced functions of HTML editors and converters.
- 56.16 Explore and integrate new HTML tags as they are developed.
- 56.20 Use basic functions of WYSIWYG editors.
- 56.21 Compare and contrast WYSIWYG editors.
- 56.22 Compare and contrast HTML editors.

57.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICABLE TO THE WWW—The student will be able to:

- 57.01 Develop an awareness of acceptable Web page design, including index pages in relation to the rest of the Web site.
- 57.02 Describe and apply color theory as it applies to Web page design (e.g., background and text color).
- 57.03 Identify and convert graphic formats.
- 57.04 Access and digitize graphics through various resources (e.g., scanner, digital cameras, on-line graphics, clipart, CD ROMS).
- 57.05 Use image design software to create and edit images.
- 57.06 Embed audio files into Web page designs.
- 57.07 Embed video files into Web page designs.
- 57.08 Embed animation files into Web page designs.
- 57.09 Use a team approach for Web project design.
- 57.10 Identify design strategies to reach and keep your audience.
- 57.11 Determine the objectives and the audience of Web sites.
- 57.12 Create storyboards of Web sites.
- 57.13 Create maps of index pages.
- 57.14 Use style sheets for consistent Web site design.
- 57.15 Create images for Web sites using digital imaging software.
- 57.16 Edit images using appropriate software.
- 57.17 Identify and create low-bandwidth graphic file types (e.g., transparent images, filters).
- 57.18 Create buttons for Web sites.
- 57.19 Format text for Web sites (e.g., font families, sizes).
- 57.20 Format online images for Web sites.
- 57.21 Create links to external images.
- 57.22 Optimize page size for effective downloading to browsers.
- 57.23 Build Web sites for publication using conventional file name structures.
- 57.24 Edit and test Web sites for accuracy and validity.
- 57.28 Compare and contrast appropriate design elements of various industries.

58.0 DEVELOP AN AWARENESS OF INTERNET/INTRANET TOOLS—The student will be able to:

- 58.01 Describe the various hardware components used on the Internet/Intranet.
- 58.02 Demonstrate the use of various software components used on the Internet/Intranet (e.g., browser software with plug-ins).
- 58.03 Configure a browser for use with a plug-in.
- 58.04 Summarize the features of various plug-ins.
- 58.07 Demonstrate the use of compression programs.
- 58.08 Demonstrate the use of backups.

OCCUPATIONAL COMPLETION POINT DATA CODE - C

WEB DESIGNER - SOC Code 27-1014

Intended outcomes of OCP A and OCP B must be completed previously or concurrently.

WORK-BASED LEARNING

- 20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:
- 20.41 Participate in work-based learning experiences in a Web Design Services (Web Design) environment.
 - 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
 - 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.
- 50.0 PERFORM DECISION MAKING ACTIVITIES—The student will be able to:
- 50.08 Present and defend design projects.
 - 50.10 Determine project specifications.
- 51.0 PERFORM LAYOUT, DESIGN AND MEASUREMENT ACTIVITIES—The student will be able to:
- 51.03 Prepare rough layout designs.
 - 51.05 Identify elements of design.
 - 51.06 Utilize and formulate advanced storyboarding techniques.
 - 51.07 Utilize navigational efficiency in the creation of Web sites.
- 52.0 DEMONSTRATE PROFICIENCY IN GRAPHIC EDITING OPERATIONS—The student will be able to:
- 52.02 Produce designs integrating all elements of design.
 - 52.03 Complete projects using a variety of fonts, sizes, leading, and alignments.
 - 52.04 Produce electronic illustrations using graphic editing software.
 - 52.11 Produce documents integrating all elements of design using balance and continuity.
 - 52.12 Produce projects using illustrations.
 - 52.18 Produce projects using white space.
 - 52.19 Design logos using type.
- 53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:
- 53.01 Demonstrate advance usage of a scanner/slide scanner.
 - 53.02 Crop and scale photographs and line art electronically.
 - 53.03 Demonstrate an understanding of formats and modes.
 - 53.04 Demonstrate use of image editing software.
 - 53.05 Demonstrate advanced usage of digital imaging (e.g., digital camera, photo disk).
- 56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS—The student will be able to:
- 56.15 Use advanced functions of HTML editors and converters.
 - 56.17 Explore and integrate new HTML tags as they are developed.
 - 56.21 Use advanced functions of WYSIWYG editors.

60.0 DEMONSTRATE PROFICIENCY USING INTERACTIVE WEB SITE COMPONENTS—The student will be able to:

- 60.01 Discuss the components of multimedia applicable to the WWW.
- 60.02 Discuss the technical requirements necessary to view multimedia Web sites.
- 60.03 Identify and incorporate interactive elements on Web pages.
- 60.04 Create and edit video files for Web sites.
- 60.05 Create and edit audio files for Web sites.
- 60.06 Identify animation technologies.
- 60.07 Create animations using current tools.
- 60.08 Demonstrate the components of online conferencing.
- 60.09 Demonstrate the components of enhanced HTML (e.g., Dynamic HTML).
- 60.10 Demonstrate an understanding of the components of virtual reality and VRML (e.g., 3-D worlds).
- 60.11 Create embed, and demonstrate multimedia components using various tools (e.g., Quicktime, Shockwave, ScreenCam, ActiveX, PDF).
- 60.12 Edit and test enhancements for accuracy and validity.

62.0 DEMONSTRATE PROFICIENCY IN SERVER CONFIGURATION STANDARDS.

OCCUPATIONAL COMPLETION POINT DATA CODE D

Senior Web Designer- SOC Code 27-1014

Intended outcomes of OCP A, OCP B, and OCP C must be completed previously.

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

- 20.41 Participate in work-based learning experiences in a Web Design Services (Web Design) environment.
- 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
- 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.

50.0 PERFORM DECISION MAKING ACTIVITIES—The student will be able to:

- 50.10 Determine advanced project specifications.
- 50.11 Present and defend advanced design projects.

WEB DESIGN

58.0 DEVELOP AN AWARENESS OF INTERNET/INTRANET TOOLS—The student will be able to:

- 58.05 Demonstrate file transfer protocol (e.g., uploading, downloading).
- 58.06 Identify and use techniques/software for multiple page downloading (e.g., Whacking).

59.0 DEMONSTRATE PROFICIENCY IN WEB SITE PROMOTION—The student will be able to:

- 59.01 Create a marketing strategy for the Web site.
- 59.02 Create a business plan for the Web site.
- 59.03 Describe costing and proposal writing.

- 59.04 Identify, compare, and select Internet services required for publishing site.
 - 59.05 Describe ways in which organizations can use Internet/Intranet technology to reduce costs, improve communications, and market products or images.
 - 59.06 Demonstrate the use of offline promotion.
 - 59.07 List different models for creating an organizational presence on the Web.
 - 59.08 Describe site registration procedures.
 - 59.09 Create an evaluation plan to measure the effectiveness of the Web site (e.g., page counters, logs, search engines, asking visitors how they found your site).
 - 59.10 Develop an awareness of online resources for doing business on the Internet/Intranet.
 - 59.11 Demonstrate site registration with major search engines and Web directories.
- 60.0 DEMONSTRATE PROFICIENCY USING INTERACTIVE WEB SITE COMPONENTS—The student will be able to:
- 60.07 Create animations using current tools.
 - 60.13 Demonstrate professional communication skills with clients (e.g., in the conception, creation, and implementation of the Web site.)
- 61.0 DEMONSTRATE PROFICIENCY USING A SCRIPTING LANGUAGE—The student will be able to:
- 61.01 List common scripting languages.
 - 61.02 Compare features of different scripting languages.
 - 61.03 Analyze scripts developed by others.
 - 61.04 Modify existing scripts.
 - 61.05 Create and embed scripts for Web page enhancement.
 - 61.06 Create scripts to transfer data from a form.
 - 61.07 Edit and test scripts for accuracy and validity.
 - 61.08 Create searchable indexes.
- 73.0 DEMONSTRATE CONCEPTS NECESSARY FOR E-COMMERCE—Students will be able to:
- 73.01 Define e-commerce.
 - 73.02 Discuss security issues.
 - 73.03 Compare existing e-commerce sites.
 - 73.04 Discuss components of a successful Web presence.
 - 73.05 Contact e-commerce providers to determine current standards (e.g., Visa, MC, AmEx, banks).
- 74.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICATIONS—The student will be able to:
- 74.01 Create embedded video files for Web page designs.
 - 74.02 create embedded audio files for Web page designs.
 - 74.03 Create embedded animation files for Web page designs. (e.g., Flash)
- 75.0 PARTICIPATE IN GROUP BASED BUSINESS WEB PROJECT—The student will be able to:
- 75.01 Formulate a design team for a web site project
 - 75.02 Determine individual and group responsibilities.
 - 75.03 Create a Web site for a business as an individual.
 - 75.04 Create a Web site as a team for a business.

- 75.05 Determine design issues.
- 75.06 Coordinate story boards into the overall design.
- 75.07 Assign management responsibilities necessary for project completion.
- 75.08 Determine schedules and deadlines.
- 75.09 Review, edit, and implement the project.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8209020
Course Title: Computing for College and Careers
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide a basic overview of current business and information systems and trends and to introduce students to the basics and foundations required for today's business environments. Emphasis is placed on developing proficiency with touch keyboarding and fundamental computer applications, so that they may be used as communication tools for enhancing personal and work place proficiency in an information-based society. This also includes proficiency with computers using databases, spreadsheets, presentation applications, and the integration of these programs using software that meets industry standards. After successful completion of this core course, students will have met Occupational Completion Point - Data Code A, Information Technology Assistant SOC Code 43- 4000

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 01.01 Develop keyboarding skills to enter and manipulate text and data.
- 01.02 Describe and use current and emerging computer technology and software to perform personal and business related tasks.
- 01.03 Identify and describe communications and networking systems used in workplace environments.
- 01.04 Use reference materials such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software.
- 01.05 Demonstrate basic computer file management skills.
- 01.06 Troubleshoot problems with computer hardware peripherals and other office equipment.
- 01.07 Describe ethical issues and problems associated with computers and information systems.
- 01.08 Apply ergonomic principles applicable to the configuration of computer workstations.

WORKPLACE COMMUNICATIONS

02.0 DEMONSTRATE COMPREHENSION AND COMMUNICATION SKILLS—The student will be able to:

- 02.01 Read and comprehend technical and non-technical reading assignments related to course content including trade journals, books, magazines and electronic sources.
- 02.02 Write clear and well-organized research papers, integrating a variety of information.
- 02.04 Prepare and deliver an oral report with appropriate materials to the class
- 02.05 Participate in large group discussions as a member and/or a leader.
- 02.06 Take notes, organize, summarize, and paraphrase ideas and details.

- 02.07 Accurately follow written and oral instructions.
- 02.08 Interpret data on graphs, charts, diagrams, and tables commonly used in this industry/occupation.
- 03.0 USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATION SKILLS—The student will be able to:
 - 03.01 Select and use word processing software and accompanying features to enhance written business communications.
 - 03.02 Use the writing process to create and edit business documents appropriate to the subject matter, purpose, and audience.
 - 03.03 Use database, spreadsheet, presentation software, scheduling, and integrated software packages to enhance communication.
 - 03.05 Use computer networks (e.g., Internet, on-line databases, e-mail) to facilitate collaborative or individual learning and communication.
 - 03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

- 04.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/ EMPLOYEE ROLES—The student will be able to:
 - 04.01 Explore, design, implement, and evaluate organizational structures and cultures for managing project teams.
 - 04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.
 - 04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.
- 05.0 PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:
 - 05.01 Assess personal, peer and group performance and identify and implement strategies for improvement (e.g., organizational skills, note taking/outlining, advance organizers, reasoning skills, problem-solving skills, and decision-making skills).
 - 05.02 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).
- 06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:
 - 06.01 Demonstrate an awareness of quality service and the personal and professional standards required to establish an effective service-based culture in the workplace, business, or learning environment.
 - 06.02 Identify, analyze, and implement managerial skills necessary for maintaining a high quality work environment, goals, and strategic planning in business settings.
 - 06.03 Follow accepted rules, regulations, policies, procedures, processes, and workplace safety.

MATHEMATICS AND FINANCE

07.0 APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 07.01 Analyze, interpret, compile, and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures.
- 07.02 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time).
- 07.03 Select and use the correct mathematical processes and tools to solve complex problem situations that are typical of business settings and use formulas when appropriate.

JOB READINESS AND CAREER DEVELOPMENT

08.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:

- 08.01 Assess, analyze, and reassess individual talents, aptitudes, interests, and personal characteristics as they relate to potential future careers in business environments.
- 08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.
- 08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

09.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS—The student will be able to:

- 09.01 Analyze personal skills and aptitudes in comparison with various business related job and career options.
- 09.02 Use career resources to develop an information base that reflects local and global business related occupations and opportunities for continuing education and workplace experience.
- 09.03 Demonstrate job-seeking skills required for entry-level employment (e.g., resume, application, interview, follow-up).
- 09.04 Design and initiate a plan to facilitate growth and skill development related to anticipated job requirements and career expectations.
- 09.05 Refine and implement a plan to facilitate personal growth and skill development related to anticipated job requirements and career expectations.
- 09.06 Demonstrate an awareness of specific job requirements and career paths (e.g., requirements, characteristics needed) in business environments.
- 09.07 Demonstrate an awareness of the potential impact of local and global trends on career plans and life goals.
- 09.08 Build mentor relationships with local professionals in the industry.

HUMAN RELATIONS/INTERPERSONAL SKILLS

10.0 DEMONSTRATE HUMAN RELATIONS/INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to:

- 10.01 Accept constructive criticism.
- 10.02 Apply appropriate strategies to manage and resolve conflicts in work situations.
- 10.03 Demonstrate personal and interpersonal skills appropriate for the workplace (e.g., responsibility, dependability, punctuality, integrity, positive attitude, initiative, respect for self and others, professional dress, etc.).

ADMINISTRATIVE PROCEDURES

13.0 PERFORM FUNCTIONS AND RESPONSIBILITIES TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 13.02 Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, plagiarism, copyright violations, sexual harassment, mission statement, code of ethics, etc.).

NETWORK/SOFTWARE SUPPORT

41.0 PERFORM E-MAIL ACTIVITIES—The student will be able to:

- 41.01 Describe e-mail capabilities and functions.
- 41.09 Use the Internet to perform e-mail activities.

42.0 DEMONSTRATE OPERATING SYSTEMS—The student will be able to:

- 42.01 Identify operating system file naming conventions.
- 42.10 Demonstrate proficiency with file management and structure (e.g., folder creation, file creation, backup, copy, delete, open, save).
- 42.12 Demonstrate a working knowledge of standard file formats.
- 42.14 Explain the history and purpose of various operating systems (e.g., DOS, Windows, Mac, and Unix/Linux).

INFORMATION TECHNOLOGY

67.0 DEVELOP AN AWARENESS OF EMERGING TECHNOLOGIES—The student will be able to:

- 67.01 Compare and contrast various methods of evaluation for emerging technologies.
- 67.02 Demonstrate knowledge of the process of planning upgrades and changeovers.
- 67.03 Compare and contrast emerging technologies (e.g., wireless, wireless web, cell phones, portables/handhelds, smart appliances, home networks, peer-to-peer, etc.).

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8207310
Course Title: Introduction to Information Technology
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide an introduction to information technology concepts and careers as well as the impact information technology has on the world, people, and industry and basic web design concepts. The content includes information technology career research; operating systems and software applications; electronic communications including e-mail and Internet services; basic HTML, DHTML, and XML web commands and design; and emerging technologies. and Web page design. After successful completion of Introduction to Information Technology, students will have met Occupational Completion Point - Data Code A, Information Technology Assistant SOC Code 43-4000

INFORMATION SYSTEMS

01.0 DEMONSTRATE KNOWLEDGE, SKILL, AND APPLICATION OF INFORMATION SYSTEMS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

- 01.01 Develop keyboarding skills to enter and manipulate text and data.
- 01.02 Describe and use current and emerging computer technology and software to perform personal and business related tasks.
- 01.03 Identify and describe communications and networking systems used in workplace environments.
- 01.04 Use reference materials such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software.
- 01.06 Troubleshoot problems with computer hardware peripherals and other office equipment.
- 01.07 Describe ethical issues and problems associated with computers and information systems.

WORKPLACE COMMUNICATIONS

02.0 DEMONSTRATE COMPREHENSION AND COMMUNICATION SKILLS—The student will be able to:

- 02.03 Use listening, speaking, telecommunication and nonverbal skills and strategies to communicate effectively with supervisors, co-workers, and customers.
- 02.62 Organize ideas and communicate oral and written messages appropriate for information technology environments.
- 02.63 Collaborate with individuals and teams to complete tasks and solve information technology problems.
- 02.64 Identify, define, and discuss professional information technology terminology appropriate for internal and external communications in an information technology environment.
- 02.65 Apply the writing process to the creation of appropriate documents following designated business formats.

02.66 Demonstrate an awareness of project management concepts and tools (e.g., timelines, deadlines, resource allocation, time management, delegation of tasks, collaboration, etc.).

03.0 USE TECHNOLOGY TO ENHANCE THE EFFECTIVENESS OF COMMUNICATION SKILLS—The student will be able to:

03.03 Use database, spreadsheet, presentation software, scheduling, and integrated software packages to enhance communication.

03.06 Respond to and utilize information derived from multiple sources (e.g., written documents, instructions, e-mail, voice mail) to solve business problems and complete business tasks.

MANAGEMENT

04.0 DEVELOP AN AWARENESS OF MANAGEMENT FUNCTIONS AND ORGANIZATIONAL STRUCTURES AS THEY RELATE TO TODAY'S WORKPLACE AND EMPLOYER/ EMPLOYEE ROLES—The student will be able to:

04.01 Explore, design, implement, and evaluate organizational structures and cultures.

04.02 Explore and demonstrate an awareness of current trends in business and the employee's role in maintaining productive business environments in today's global workplace.

04.03 Collaborate with individuals and teams to complete tasks and solve business-related problems and demonstrate initiative, courtesy, loyalty, honesty, cooperation, and punctuality as a team member.

05.0 PRACTICE QUALITY PERFORMANCE IN THE LEARNING ENVIRONMENT AND THE WORKPLACE—The student will be able to:

05.01 Assess personal, peer and group performance and identify and implement strategies for improvement (e.g., organizational skills, note taking/outlining, advance organizers, reasoning skills, problem-solving skills, and decision-making skills).

05.02 Develop criteria for assessing products and processes that incorporate effective business practices (e.g., time management, productivity, total quality management).

06.0 INCORPORATE APPROPRIATE LEADERSHIP AND SUPERVISION TECHNIQUES, CUSTOMER SERVICE STRATEGIES, AND STANDARDS OF PERSONAL ETHICS TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

06.03 Demonstrate awareness of the following workplace essentials: Quality customer service; business ethics; confidentiality of information; copyright violations; accepted workplace rules, regulations, policies, procedures, processes, and workplace safety, and appropriate attire and grooming.

MATHEMATICS AND FINANCE

07.0 APPLY MATHEMATICAL OPERATIONS AND PROCESSES AS WELL AS FINANCIAL PLANNING STRATEGIES TO COMMONLY OCCURRING SITUATIONS IN THE WORKPLACE TO ACCOMPLISH JOB OBJECTIVES AND ENHANCE WORKPLACE PERFORMANCE—The student will be able to:

07.01 Analyze, interpret, compile, and demonstrate the ability to present/communicate data in understandable and measurable terms using common statistical procedures.

- 07.02 Use common standards of measurement including the metric system in solving work-related or business problems (e.g., length, weight, currency, time).
- 07.03 Select and use the correct mathematical processes and tools to solve complex problem situations that are typical of business settings and use formulas when appropriate.

JOB READINESS AND CAREER DEVELOPMENT

08.0 ASSESS PERSONAL STRENGTHS AND WEAKNESSES AS THEY RELATE TO JOB OBJECTIVES, CAREER EXPLORATION, PERSONAL DEVELOPMENT, AND LIFE GOALS—The student will be able to:

- 08.02 Use personal assessment tools to identify personal strengths and weaknesses related to learning and work environments.
- 08.03 Analyze job and career requirements and relate career interests to opportunities in the global economy.

09.0 INCORPORATE KNOWLEDGE GAINED FROM INDIVIDUAL ASSESSMENT AND JOB/CAREER EXPLORATION TO DESIGN AN INDIVIDUAL CAREER PLAN THAT REFLECTS THE TRANSITION FROM SCHOOL TO WORK, LIFELONG LEARNING, AND PERSONAL AND PROFESSIONAL GOALS—The student will be able to:

- 09.15 Research, compare, and contrast information technology career clusters (e.g., characteristics needed, skills required, education required, industry certifications, advantages and disadvantages of information technology careers, the need for information technology workers, etc.).
- 09.16 Describe the variety of occupations and professions within the world of information technology including those where information technology is either in a primary focus or in a supportive role.
- 09.17 Describe job requirements for the variety of occupations and professions within the global world of information technology.
- 09.18 Analyze personal skills and aptitudes in comparison with information technology career opportunities.
- 09.19 Refine and implement a plan to facilitate personal growth and skill development related to information technology career opportunities.
- 09.20 Develop and maintain an electronic career portfolio, to include, but not limited to the Resume and Letter of Application.

10.0 DEMONSTRATE HUMAN RELATIONS/INTERPERSONAL SKILLS APPROPRIATE FOR THE WORKPLACE—The student will be able to:

- 10.01 Accept constructive criticism.
- 10.03 Demonstrate personal and interpersonal skills appropriate for the workplace (e.g., responsibility, dependability, punctuality, integrity, positive attitude, initiative, respect for self and others, professional dress, etc.).

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

- 20.44 Participate in work-based learning experiences in an information technology environment.
- 20.46 Discuss the use of technology in an information technology environment.

NETWORK/SOFTWARE SUPPORT

41.0 PERFORM E-MAIL ACTIVITIES—The student will be able to:

- 41.01 Describe e-mail capabilities and functions.
- 41.02 Identify components of an e-mail message.
- 41.03 Identify the components of an e-mail address.
- 41.04 Identify when to use different e-mail options.
- 41.05 Attach a file to an e-mail message.
- 41.06 Forward an e-mail message.
- 41.07 Use an address book.
- 41.08 Reply to an e-mail message.
- 41.09 Use the Internet to perform e-mail activities.
- 41.10 Identify the appropriate use of e-mail and demonstrate related e-mail etiquette.
- 41.12 Identify when to include information from an original e-mail message in a response.
- 41.13 Identify common problems associated with widespread use of e-mail.

42.0 DEMONSTRATE knowledge of different OPERATING SYSTEMS—The student will be able to:

- 42.01 Identify operating system file naming conventions.
- 42.10 Demonstrate proficiency with file management and structure (e.g., folder creation, file creation, backup, copy, delete, open, save).
- 42.12 Demonstrate a working knowledge of standard file formats.
- 42.14 Explain the history and purpose of various operating systems (e.g., DOS, Windows, Mac, and Unix/Linux).

WEB DESIGN

55.0 DEMONSTRATE PROFICIENCY NAVIGATING THE INTERNET, INTRANET, AND THE WWW—The student will be able to:

- 55.01 Identify and describe Web terminology.
- 55.10 Demonstrate proficiency in using the basic features of GUI browsers (e.g., setting bookmarks, basic configurations, e-mail configurations, address book).
- 55.11 Define Universal Resource Locators (URLs) and associated protocols (e.g., .com, .org, .edu, .gov, .net, .mil).
- 55.14 Describe and observe Internet/Intranet ethics and copyright laws and regulatory control.
- 55.15 Trace the evolution of the Internet from its inception to the present and into the future.
- 55.16 Demonstrate proficiency using search engines (e.g., Yahoo!, Google, Northern Light, Lycos, Excite, etc.).
- 55.17 Demonstrate proficiency using various web tools (e.g., downloading of files, transfer of files, telnet, pdf, etc.).
- 55.18 Identify effective Boolean search strategies.

56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS—The student will be able to:

- 56.01 Identify elements of a Web page.
- 56.02 Describe individual Web page layouts and content (e.g., writing for the Web, Web structure).
- 56.03 Define basic HTML terminology.
- 56.04 Analyze HTML source code developed by others.
- 56.05 Create Web pages using basic HTML tags (e.g., links, lists, character styles, text alignment, tables).
- 56.06 Use storyboarding techniques for subsequent Web pages (e.g., linear, hierarchical).

- 56.08 Edit and test HTML documents for accuracy and validity.
 - 56.17 Use basic functions of WYSIWYG editors.
 - 56.18 Use basic functions of HTML, DHTML, and XML editors and converters.
 - 56.19 Enhance web pages through the addition of images and graphics including animation.
- 57.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICABLE TO THE WWW-The student will be able to:
- 57.01 Develop an awareness of acceptable Web page design, including index pages in relation to the rest of the Web site.
 - 57.02 Describe and apply color theory as it applies to Web page design (e.g., background and text color).
 - 57.04 Access and digitize graphics through various resources (e.g., scanner, digital cameras, on-line graphics, clipart, CD ROM's).
 - 57.05 Use image design software to create and edit images.
 - 57.25 Demonstrate proficiency in publishing to the Internet.
 - 57.26 Demonstrate proficiency in adding downloadable forms to web pages.
 - 57.28 Explain the need for web-based applications.
- 63.0 DEMONSTRATE PROFICIENCY USING SPECIALIZED WEB DESIGN SOFTWARE-The student will be able to:
- 63.01 Compare and contrast various specialized web design software (e.g., Flash, Shockwave, GoLive, Director, etc.).
 - 63.02 Demonstrate proficiency using use of various specialized web design software (e.g., Flash, Shockwave, GoLive, Director, etc.).

INFORMATION TECHNOLOGY

- 64.0 DEVELOP AN AWARENESS OF THE INFORMATION TECHNOLOGY INDUSTRY-The student will be able to:
- 64.01 Explain how information technology impacts the operation and management of business and society.
 - 64.04 Explain the emergence of e-commerce and e-government and the potential impact on business and society.
 - 64.05 Explain the emergence of a paperless society.
- 65.0 DEVELOP AN AWARENESS OF MICROPROCESSORS AND DIGITAL COMPUTERS-The student will be able to:
- 65.01 Describe the evolution of the digital computer.
 - 65.02 Explain the general architecture of a microcomputer system.
 - 65.03 Explain the evolution of microprocessors.
 - 65.04 Explain software hierarchy and its impact on microprocessors.
 - 65.05 Explain the need for and use of peripherals.
 - 65.06 Demonstrate proficiency using peripherals.
 - 65.07 Identify the basic concepts of computer maintenance and upgrades.
 - 65.08 Differentiate between diagnosing and troubleshooting.
- 66.0 DEVELOP AN AWARENESS OF PROGRAMMING LANGUAGES-The student will be able to:
- 66.01 Explain the history of programming languages.
 - 66.02 Explain the need for and use of compilers.
 - 66.03 Explain how compilers work.
 - 66.04 Identify the three types of programming design approaches (e.g., top-down, structured, and object-oriented).

- 67.0 DEVELOP AN AWARENESS OF EMERGING TECHNOLOGIES-The student will be able to:
- 67.01 Compare and contrast various methods of evaluation for emerging technologies.
 - 67.02 Demonstrate knowledge of the process of planning upgrades and changeovers.
 - 67.03 Compare and contrast emerging technologies and describe how they impact business in the global marketplace (e.g., wireless, wireless web, cell phones, portables/handhelds, smart appliances, home networks, peer-to-peer, etc.).
- 69.0 DEMONSTRATE AN UNDERSTANDING OF THE SEVEN LAYERS OF THE OPEN SYSTEMS INTERFACE (OSI) MODEL-The student will be able to:
- 69.04 Identify how types of networks and how they work.
 - 69.06 Identify the role of servers and clients on a network.
 - 69.07 Identify benefits and risks of networked computing.
 - 69.08 Identify the relationship between computer networks and other communications networks (i.e. telephone systems).
 - 69.09 Identify Intranets, Extranets and how they relate to the Internet.
 - 69.11 Demonstrate basic understanding of network administration.
 - 69.01 Describe the evolution of OSI from its inception to the present and into the future.
 - 69.02 Explain the interrelations of the seven layers of the Open Systems Interface (OSI) as it relates to hardware and software.

SOFTWARE APPLICATIONS

- 70.0 DEMONSTRATE PROFICIENCY USING COMMON SOFTWARE APPLICATIONS-The student will be able to:
- 70.01 Compare and contrast the appropriate use of various software applications (e.g., word processing, desktop publishing, graphics design, web browser, e-mail, presentation, database, scheduling, financial management, Java applet, music, etc.).
 - 70.02 Demonstrate proficiency in the use of various software applications (e.g., word processing, desktop publishing, graphics design, web browser, e-mail, presentation, database, scheduling, financial management, Java applet, music, etc.).
- 71.0 DEMONSTRATE PROFICIENCY USING SPECIALIZED SOFTWARE APPLICATIONS-The student will be able to:
- 71.01 Compare and contrast the appropriate use of specialized software applications (e.g., (OLTP, Computer Aided Design, Computer Aided Manufacturing, 3D animation process control, materials management, etc.).
 - 71.02 Demonstrate awareness of specialized software applications (e.g., OLTP, Computer Aided Design, Computer Aided Manufacturing, 3D animation, process control, materials management, etc.)
 - 71.06 Demonstrate the ability to incorporate digital sound.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Secondary Course Number: 8207110
Course Title: Web Design 1
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide a basic overview of the Internet, Intranet, and WWW. The content includes operating systems; basic HTML commands; navigation of the Internet, Intranet, and Web; and Web page design. After successful completion of Web Design 1 and 2, students will have met Occupational Completion Point - Data Code B, Assistant Web Designer - SOC Code 15-1031.

WORK-BASED LEARNING

- 20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:
- 20.41 Participate in work-based learning experiences in a Web Design environment. LA.B1.4, LA.B2.4, MA.E1.4, MA.D1.4, MA.C2.4, MA.D1.4
 - 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
 - 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.

NETWORK/SOFTWARE SUPPORT

- 41.0 PERFORM E-MAIL ACTIVITIES—The student will be able to:
- 41.01 Describe e-mail capabilities and functions. LA.C3.4
 - 41.02 Create and send e-mail messages with attachments. LA.C3.4, LA.A2.4, LA.D2.4
 - 41.03 Reply to and forward e-mail messages. LA.C3.4
 - 41.04 Organize and manage e-mail messages. LA.A2.4, LA.D2.4
 - 41.05 Utilize all applicable e-mail options and functions. LA.A2.4, LA.D2.4
 - 41.09 Use the Internet to perform e-mail activities. LA.C3.4
 - 41.10 Define the standards used by Internet/Intranet e-mail (e.g., pop3, mime).
 - 41.11 Describe the issues involved in sending and receiving documents as e-mail attachments.
 - 41.16 Identify privacy issues in the employee/employer relationship (e.g., avoid libel, spam, personal usage). LA.C3.4
- 42.0 DEMONSTRATE PROFICIENCY USING OPERATING SYSTEMS—The student will be able to:
- 42.10 Demonstrate proficiency with file management and structure (e.g., folder creation, file creation, backup, copy, delete, open, save). LA.A2.4, LA.B2.4, LA.D1.4
 - 42.11 Describe the difference between relative and absolute path commands. LA.A2.4

42.12 Demonstrate a working knowledge of standard file formats. LA.A2.4, LA.B2.4, LA.D1.4, LA.A2.4

42.13 Demonstrate proficiency with help references. LA.A2.4, LA.D2.4

WEB DESIGN

50.0 PERFORM DECISION MAKING ACTIVITIES—The student will be able to:

- 50.01 Determine work priorities.
- 50.02 Evaluate and select appropriate software packages to complete assigned tasks.
- 50.03 Evaluate information to be used and choose relevant material.
- 50.04 Determine the audience.
- 50.07 Compare and select appropriate multimedia tools.

55.0 DEMONSTRATE PROFICIENCY NAVIGATING THE INTERNET, INTRANET, AND THE WWW—The student will be able to:

- 55.01 Identify and describe Web terminology. LA.A1.4, LA.C3.4
- 55.02 Describe the history of the Internet and Intranet. LA.A1.4
- 55.04 Describe the difference between a client and a server.
- 55.05 Describe the difference between the Internet, Intranet, and WWW. LA.A1.4
- 55.06 Describe the different methods by which information may be accessed on the Internet/Intranet (e.g., browser, FTP, gopher, telnet, veronica).
- 55.07 List the available resources and services on the Internet (e.g., electronic commerce, personal, government, business, etiquette, education, distance learning).
- 55.08 Locate information on the Internet/Intranet using a Web browser. LA.B2.4
- 55.09 Copy information from the Internet/Intranet, save, and print using a Web browser. LA.B1.4, LA.B2.4
- 55.10 Demonstrate proficiency in using the basic features of GUI browsers (e.g., setting bookmarks, basic configurations, e-mail configurations, address book).
- 55.11 Define Universal Resource Locators (URLs) and associated protocols (e.g., .com, .org, .edu, .gov, .net, .mil). LA.C3.4
- 55.12 Identify and use search engines to locate information. LA.A2.4
- 55.13 Describe the various ways of communicating on the Internet/Intranet (e.g., e-mail, forums, IRC, CHAT, Listserv, Usenet, MOOs, etc.).
- 55.14 Describe and observe Internet/Intranet ethics and copyright laws. LA.C3.4

- 55.18 Identify methods to protect personal copyright.

56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS—The student will be able to:

- 56.01 Identify elements of a Web page. LA.A2.4, MA.B.1.4, MA.D.1.4, LA.A.1.4
- 56.02 Describe individual Web page layouts and content (e.g., writing for the Web, Web structure). LA.A2.4, MA.B.1.4, MA.D.1.4, LA.A.1.4
- 56.03 Define basic HTML terminology. LA.A2.4, MA.B.1.4, MA.D.1.4, LA.A.1.4
- 56.04 Analyze HTML source code developed by others. LA.A2.4, LA.B.1.4, MA.B.4.4

- 56.05 Create a Web page using basic HTML tags (e.g., links, lists, character styles, text alignment, tables). LA.A2.4, LA.B1.4, MA.B.4.4
 - 56.06 Use storyboarding techniques for subsequent Web pages (e.g., linear, hierarchical). LA.A2.4, LA.C3.4, LA.B1.4, MA.B.4.4
 - 56.07 Add graphics to Web pages. LA.A2.4, LA.B1.4, LA.C2.4, LA.B2.4, LA.D.1.4, .A.D.2.4
 - 56.08 Edit and test HTML documents for accuracy and validity. LA.A2.4, LA.C2.4, LA.D.1.4, .A.D.2.4
 - 56.09 Use basic functions of HTML editors and converters. LA.A2.4, LA.C2.4, LA.D.1.4, .A.D.2.4
 - 56.20 Use basic functions of WYSIWYG editors.
- 57.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICABLE TO THE WWW—The student will be able to:
- 57.01 Develop an awareness of acceptable Web page design, including index pages in relation to the rest of the Web site. LA.A2.4, LA.B2.4, MA.C2.4, MA.D1.4
 - 57.02 Describe and apply color theory as it applies to Web page design (e.g., background and text color). LA.A2.4, LA.B2.4
 - 57.03 Identify and convert graphic formats. LA.A.2.4, LA.B2.4
 - 57.04 Access and digitize graphics through various resources (e.g., scanner, digital cameras, on-line graphics, clipart, CD ROMS). LA.A.2.4, LA.B2.4
 - 57.05 Use image design software to create and edit images. LA.B1.4, MA.C.2.4, MA.D.1.4, LA.C.24
- 58.0 DEVELOP AN AWARENESS OF INTERNET/INTRANET TOOLS—The student will be able to:
- 58.01 Describe the various hardware components used on the Internet/Intranet. LA.A.1.4.2, .A.A.1.4.3, LA.B.2.4, LA.C.4.4.3
 - 58.07 Demonstrate the use of compression programs.
 - 58.08 Demonstrate the use of backups. LA.A.1.4.2, .A.A.1.4.3, LA.B.2.4, LA.C.4.4.3

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Secondary Course Number: 8207120
Course Title: Web Design 2
Course Credit: 1

COURSE DESCRIPTION:

This course provides advanced concepts for Internet, Intranet, and Web design. The content includes Internet/Intranet tools, Web site promotion, advanced HTML commands, advanced page design, and multimedia applications. After successful completion of Web Design 1 and 2, students will have met Occupational Completion Point - Data Code B, Assistant Web Designer - SOC Code 15-1031.

WORK-BASED LEARNING

- 20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:
- 20.41 Participate in work-based learning experiences in a Web Design environment. MA.B.1.4, LA.A.1.4, LA.C3.4, MA.C2.4, LA.B2.4, .A,D2.4, LA.B1.4
 - 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment. MA.B.1.4, LA.A.1.4
 - 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment. MA.B.1.4, LA.A.1.4

WEB DESIGN

- 56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS—The student will be able to:
- 56.10 Use advanced storyboarding and organization for Web site design. MA.A.1.4, LA.B.2.4
 - 56.11 Develop, integrate, and apply the use of frames in Web site design (e.g., simple and complex framesets). LA.B1.4, MA.A.1.4, LA.B.2.4
 - 56.12 Develop, integrate, and apply the use of client-side imagemaps in Web site design. MA.A.1.4, LA.B.2.4
 - 56.13 Develop, integrate, and apply the use of forms in Web site design. MA.A.1.4, LA.B.2.4
 - 56.14 Develop, integrate, and apply HTML codes for search engines (e.g., META tags). MA.A.1.4, LA.B.2.4
 - 56.15 Use advanced functions of HTML editors and converters. MA.A.1.4, LA.B.2.4
 - 56.16 Explore and integrate new HTML tags as they are developed. MA.A.1.4, LA.B.2.4
 - 56.21 Compare and contrast WYSIWYG editors.
 - 56.22 Compare and contrast HTML editors.
- 57.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICABLE TO THE WWW—The student will be able to:
- 57.06 Embed video files into Web page designs. MA.C.2.4, MA.D.1.4, LA.C.2.4
 - 57.07 Embed audio files into Web page designs MA.C.2.4, MA.D.1.4, LA.C.2.4

- 57.08 Embed animation files into Web page designs. MA.C.2.4, MA.D.1.4, LA.C.2.4
- 57.09 Use a team approach for Web project design. LA.C3.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.10 Identify design strategies to reach and keep your audience. LA.C3.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.11 Determine the objectives and the audience of Web sites. LA.C3.4
- 57.12 Create storyboards of Web sites. LA.A2.4, LA.B1.4, MA.D1.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.13 Create maps of index pages. LA.A2.4, LA.B1.4, MA.D1.4
- 57.14 Use style sheets for consistent Web site design. LA.A2.4, LA.B1.4, MA.D1.4
- 57.15 Create images for Web sites using digital imaging software. LA.B1.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.16 Edit images using appropriate software. LA.B1.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.17 Identify and create low-bandwidth graphic file types (e.g., transparent images, filters). LA.B1.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5, .
- 57.18 Create buttons for Web sites. LA.B2.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.19 Format text for Web sites (e.g., font families, sizes). MA.C2.4, LA.B2.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.20 Format online images for Web sites. LA.B1.4, LA.C2.4, LA.B2.4, LA.B.2.4.1, LA.A.2.4.2, L.A.A.2.4.5.
- 57.21 Create links to external images.
- 57.22 Optimize page size for effective downloading to browsers.
- 57.23 Build Web sites for publication using conventional file name structures.
- 57.24 Edit and test Web sites for accuracy and validity.
- 57.28 Compare and contrast appropriate design elements of various industries.
- 58.0 DEVELOP AN AWARENESS OF INTERNET/INTRANET TOOLS-The student will be able to:
 - 58.02 Demonstrate the use of various software components used on the Internet (e.g., browser software with plug-ins). LA.A.1.4.2, .A.A.1.4.3, LA.B.2.4, LA.C.4.4.3
 - 58.03 Configure a browser for use with a plug-in. LA.A.1.4.2, .A.A.1.4.3, LA.B.2.4, LA.C.4.4.3
 - 58.04 Summarize the features of various plug-ins. LA.A.1.4.2, .A.A.1.4.3, LA.B.2.4, LA.C.4.4.3

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Secondary Course Number: 8207130
Course Title: Web Design 3
Course Credit: 1

COURSE DESCRIPTION:

This course provides advanced concepts in HTML, design, and Internet tools. After successful completion of Web Design 3 and 4, students will have met Occupational Completion Point - Data Code C, Web Designer - SOC Code 27-1014.

WORK-BASED LEARNING

- 20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:
- 20.41 Participate in work-based learning experiences in a Web Design environment. LA.A.1.4, LA.A.2.4
 - 20.42 Discuss the use of technology in a Web Design environment. LA.A.1.4, LA.A.2.4
 - 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment. LA.A.1.4, LA.A.2.4

WEB DESIGN

- 50.0 PERFORM DECISION MAKING ACTIVITIES—The student will be able to:
- 50.08 Present and defend design projects.
 - 50.10 Determine project specifications.
- 51.0 PERFORM LAYOUT, DESIGN AND MEASUREMENT ACTIVITIES—The student will be able to:
- 51.03 Prepare rough layout designs.
 - 51.05 Identify elements of design.
 - 51.06 Utilize and formulate advanced storyboarding techniques.
 - 51.07 Utilize navigational efficiency in the creation of Web sites.
- 56.0 DEMONSTRATE PROFICIENCY USING HTML COMMANDS—The student will be able to:
- 56.15 Use advanced functions of HTML editors and converters.
 - 56.17 Explore and integrate new HTML tags as they are developed.
 - 56.21 Use advanced functions of WYSIWYG editors.
- 60.0 DEMONSTRATE PROFICIENCY USING INTERACTIVE WEB SITE COMPONENTS—The student will be able to:
- 60.01 Discuss the components of multimedia applicable to the WWW.
 - 60.02 Discuss the technical requirements necessary to view multimedia Web sites.
 - 60.03 Identify and incorporate interactive elements on Web pages.
 - 60.06 Identify animation technologies.
 - 60.08 Demonstrate the components of online conferencing.
 - 60.09 Demonstrate the components of enhanced HTML (e.g., Dynamic HTML).
 - 60.11 Create embed, and demonstrate multimedia components using various tools (e.g., Quicktime, Shockwave, ScreenCam, ActiveX, PDF).

60.12 Edit and test enhancements for accuracy and validity.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8207140
Course Title: Web Design 4
Course Credit: 1

COURSE DESCRIPTION:

This course provides advanced concepts in web site promotion, interactive web site development, and using scripting languages as they relate to WWW site. After successful completion of Web Design 3 and 4, students will have met Occupational Completion Point - Data Code C, Web Designer - SOC Code 27-1014.

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

- 20.41 Participate in work-based learning experiences in a Web Design Services (Web Design) environment.
- 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
- 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.

52.0 DEMONSTRATE PROFICIENCY IN GRAPHIC EDITING OPERATIONS—The student will be able to:

- 52.02 Produce designs integrating all elements of design.
- 52.03 Complete projects using a variety of fonts, sizes, leading, and alignments.
- 52.04 Produce electronic illustrations using graphic editing software.
- 52.11 Produce documents integrating all elements of design using balance and continuity.
- 52.12 Produce projects using illustrations.
- 52.18 Produce projects using white space.
- 52.19 Design logos using type.

53.0 DEMONSTRATE PROFICIENCY IN DIGITAL IMAGING—The student will be able to:

- 53.01 Demonstrate advance usage of a scanner/slide scanner.
- 53.02 Crop and scale photographs and line art electronically.
- 53.03 Demonstrate an understanding of formats and modes.
- 53.04 Demonstrate use of image editing software.
- 53.05 Demonstrate advanced usage of digital imaging (e.g., digital camera, photo disk).

60.0 DEMONSTRATE PROFICIENCY USING INTERACTIVE WEB SITE COMPONENTS—The student will be able to:

- 60.04 Create and edit video files for Web sites.
- 60.05 Create and edit audio files for Web sites.
- 60.07 Create animations using current tools.
- 60.12 Edit and test enhancements for accuracy and validity.

62.0 DEMONSTRATE PROFICIENCY IN SERVER CONFIGURATION STANDARDS.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8207150
Course Title: Web Design 5
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to present an overview of e-commerce, introduce scripting and increase proficiency in audiovisual techniques. After successful completion of Web Design 5 and 6, students will have met Occupational Completion Point - Data Code D, Senior Web Designer - SOC Code 27-1014.

WORK-BASED LEARNING

20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:

- 20.41 Participate in work-based learning experiences in a Web Design Services (Web Design) environment.
- 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
- 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.

WEB DESIGN

50.0 PERFORM DECISION MAKING ACTIVITIES—The student will be able to:

- 50.10 Determine advanced project specifications.
- 50.11 Present and defend advanced design projects.

58.0 DEVELOP AND AWARENESS OF INTERNET/INTRANET TOOLS—The student will be able to:

- 58.05 Demonstrate file transfer protocol.
- 58.06 Identify and use techniques/software for multiple page downloading. LA.A.1.4.2, .A.A.1.4.3, LA.B.2.4, LA.C.4.4.3

59.0 DEMONSTRATE PROFICIENCY IN WEB SITE PROMOTION—The student will be able to:

- 59.01 Create a marketing strategy for the Web site.
- 59.02 Create a business plan for the Web site including research on competitive URL's.
- 59.03 Describe costing and proposal writing.
- 59.04 Identify, compare and select Internet services required for publishing site.

60.0 DEMONSTRATE PROFICIENCY USING INTERACTIVE WEB SITE COMPONENTS—The student will be able to:

- 60.07 Create animations using current tools.
- 60.13 Demonstrate professional communication skills with clients (e.g., in the conception, creation and implementation of the web site).

61.0 DEMONSTRATE PROFICIENCY USING A SCRIPTING LANGUAGE—The student will be able to:

- 61.01 List common scripting languages.
- 61.02 Compare features of different scripting languages.
- 61.03 Analyze scripts developed by others.
- 61.04 Modify existing scripts.
- 61.05 Create and embed scripts for Web page enhancement.
- 61.06 Create scripts to transfer data from a form to a database.
- 61.07 Edit and test scripts for accuracy and validity.
- 61.08 Create searchable indexes.

73.0 DEMONSTRATE CONCEPTS NECESSARY FOR E-COMMERCE—The student will be able to:

- 73.01 Define e-commerce.
- 73.02 Discuss security issues.
- 73.03 Compare existing e-commerce sites.
- 73.04 Discuss components of a successful web presence.
- 73.05 Contact e-commerce providers to determine current standards (e.g., Visa, MC, AmEx, banks).

74.0 DEMONSTRATE PROFICIENCY IN PAGE DESIGN APPLICATIONS—The student will be able to:

- 74.01 Create embedded video files for Web page designs.
- 74.02 Create embedded audio files for Web page designs.
- 74.03 Create embedded animation files for Web page designs (e.g., Flash).

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Secondary Course Number: 8207160
Course Title: Web Design 6
Course Credit: 1

COURSE DESCRIPTION:

With the completion of this course the student will be able to plan, design, implement and promote a business web site using both individual and team talents. Students will demonstrate proficiency with industry standard software. After successful completion of Web Design 5 and 6, students will have met Occupational Completion Point - Data Code C, Senior Web Designer - SOC Code 27-1014.

WORK-BASED LEARNING

- 20.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to:
- 20.41 Participate in work-based learning experiences in a Web Design Services (Web Design) environment.
 - 20.42 Discuss the use of technology in a Web Design Services (Web Design) environment.
 - 20.43 Compare and contrast the software applications used in a Web Design Services (Web Design) environment.

WEB DESIGN

- 59.0 DEMONSTRATE PROFICIENCY IN WEB SITE PROMOTION—The student will be able to:
- 59.05 Describe ways in which organizations can use Internet/Intranet technology to reduce costs, improve communications, and market products or images.
 - 59.06 Demonstrate the use of offline promotion.
 - 59.07 List different models for creating an organizational presence on the Web.
 - 59.08 Describe site registration procedures.
 - 59.09 Create an evaluation plan to measure the effectiveness of the Web site (e.g., page counters, logs, search engines, asking visitors how they found your site).
 - 59.10 Develop an awareness of online resources for doing business on the Internet/Intranet.
 - 59.11 Demonstrate site registration with major search engines and Web directories
- 75.0 PARTICIPATE IN GROUP BASED BUSINESS WEB PROJECT—The student will be able to:
- 75.01 Formulate a design team for a web site project.
 - 75.02 Determine individual and group responsibilities.
 - 75.03 Create a web site for a business as an individual.
 - 75.04 Create a web site as a team for a business.
 - 75.05 Determine design issues.
 - 75.06 Coordinate story boards into the overall design.

- 75.07 Assign management responsibilities necessary for project completion.
- 75.08 Determine schedules and deadlines.
- 75.09 Review, edit and implement the project.