Course Number: 071-001 through 071-003 and 071-002 through 072-003

Discipline: Computer Science (Media Arts)

Grade Level: 9-12

Course Length: 1 Semester

Credits: 3

Course Description:

The purpose of this course is to prepare you for a future where you can properly harness fundamental Web design skills. The course covers Hypertext Markup Language (HTML), CSS Style Sheets and introduces students to Dreamweaver, Photoshop and PDF writer as it pertains to Web Design. Students will learn project management skills while working on peer group activities and independent assignments. Major projects will focus on Design skills in Photoshop and building a portfolio Website. Many professions value an employee who is proficient in the basics of HTML, Adobe Dreamweaver and Photoshop. This class will provide you with the skills necessary to apply these technologies in such a way that you could use them to create educational and personal projects on your own time.

School-Wide Student Expectations:

Problem Solving, The student's problem solving exhibits all of the following:
* Identifies and describes the problem
* Draws information from a variety of sources
* Addresses all essential conditions of the problem
* Presents correct work or computation with evidence of reflection checking
* Shows understanding of underlying concepts and procedures
* Presents strong supporting arguments and/or facts with great clarity and organization

Writing, The student's writing exhibits all of the following:
* Convention of proper usage for academic writing
* An understanding of audience through word choice, vocabulary, tone and style

Unit: Design Principles

Enduring Understanding	Students will be aware of high quality design vs. poor design in terms of publishing content for digital devices: - Design Principles: Contrast, Repetition, Proximity and Alignment - Typography - Color Combinations & Psychology of Color - Photography Composition - Mood Boards 1. Students will be able to explain in a Google Doc using already created sites on the Web why they either do or do not follow design principles rules in the design/layout of their site. 2. Students will be able to communicate their knowledge of how to apply design principles when creating an attractive .html file through submitting class notes and completing a formative assessment 3. Students will collaborate with other students to reflect upon the design principles which they identified as attractive during a teacher led Web site critique session.
Essential Questions	- Do the marketing displays at retail stores affect the shopper decision in terms of what they buy and how much they buy?

Unit Objectives	- Design Principles
	  9-12.CAS.c.3
	  9-12.CAS.c.6
	- Typography
	  9-12.CAS.c.4
	- Color Combinations & Psychology of Color
	  9-12.CT.c.2
	- Photography Composition
	  9-12.CAS.c.6
	- Mood Boards
	  9-12.CAS.c.4
	  9-12.CAS.c.6

Assessment Activities	Pre-Assessment Assignment: http://mrscullen.com/images/ wd_designknowledgeassignment.pdf - - - Best Practices for Typography on the Web Video: https://www.youtube.com/watch? v=bIjzh_I8L0M&list=PLcS2c8mhEhH8S1X2PJ5 Q2Ia0c4uMeNrQ8 Quiz to Go Along with Video: https://docs.google.com/a/natickps.org/forms/d/e/ 1FAIpQLSdiCHi4y3z847LYUjvTpLy-00EyOYeh y72cIjGYsK1Mhjyn3w/viewform - - - Unit Exam: https://docs.google.com/a/natickps.org/forms/d/ 176XYH8unYqocINhRH6lCILCuqxPnX8K8mw FSzg86_Rs/edit?usp=drive_web (Unit exam review provided in Socrative teacher)

Vocabulary	Abstraction (process and product), Assistive Technology, Color Depth, Component, Computing Artifacts, Data Visualization, Decomposition, Ergonomics, Infographics, Iterative, Minimum Viable Product, Resolution, Visualization, Web Presence
Project Based Learning Activities	Activities Design Principles Presentation with Quiz: http://mrscullen.com/images/introdesignhandbook.swf - - - Mood Board Creation: https://docs.google.com/presentation/d/1u_NWSVwv-nYYoqjs9xXbiguJdl0f4oXc5p1wfsRz4oE/edit - - - Learning Resources Color, Kuler: https://color.adobe.com/create/color-wheel/ - - - Color Combos: http://www.colorcombos.com/ - - - Color Meanings in Business/Marketing: http://www.empower-yourself-with-color-psychology.com/color-meanings-in-business.html - - - The Psychology of Color, Infographic: http://designtaxi.com/news/353706/Infographic-The-Psychology-Of-Color/?interstital_shown=1 - - - Choosing the Right Color for your Brand: https://www.youtube.com/watch?v=oiVkkhZHlGk - - - Templated.co https://templated.co/ - - - Webpagesthatsuck.com http://www.webpagesthatsuck.com/

School Wide Student Learning Expectations	**Problem Solving**, The student's problem solving exhibits all of the following: * Identifies and describes the problem * Draws information from a variety of sources * Addresses all essential conditions of the problem * Presents correct work or computation with evidence of reflection checking * Shows understanding of underlying concepts and procedures * Presents strong supporting arguments and/or facts with great clarity and organization
	Writing, The student's writing exhibits all of the following: * Convention of proper usage for academic writing * An understanding of audience through word choice, vocabulary, tone and style