

Business Web Page Design

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Exam Information	Description
Exam number 255 Items 46 National Career Cluster Arts, A/V Technology & Communications, Arts, A/V Technology & Communications, Information Technology Certification available Yes	The Business Web Page Design 2 industry certification exam assesses the skills built upon in Business Web Page Design. Learners use web publishing software and HTML to demonstrate competencies in creating, formatting, illustrating, designing, editing/revising, and publishing documents on the World Wide Web. The exam includes evaluating proofreading, document composition, and communication competencies.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Web Design Software	56%
2. Commercial Image Editing Software	21%
3. Website Post	7%
4. Project Management Team	5%
5. Commercial Animation Software	11%

*Includes performance skill evaluation

Standard 1 - Web Design Software

Students will use commercial web design software (e.g. Adobe Dreamweaver) to create dynamic and interactive websites

Objective 1 Review basic skills and design principles from Business Web Page Design.

Objective 2 Use the following software features: templates, CSS, rollover menus, forms, div tags, and tables.

Objective 3 Include music, sound, and/or video in a document.

Objective 4 Create an image map with hotspots.

Objective 5 Use meta tags in the head section to improve Search Engine Optimization (SEO).

Objective 6 Create a variety of links (hypertext, anchor tag/jump link/target link, e-mail links).

Objective 7 Utilize the current version of HTML tags.

Optional: Standard performance evaluations on the final page of this document

Standard 2 - Commercial Image Editing Software

Students will use commercial image editing software (e.g. fireworks, photoshop) to create graphics/web page.

Objective 1 Create, edit, and enhance images. Review image file extensions.

Objective 2 Use the following software features: templates, CSS, rollover menus, forms, div tags, and tables.

Objective 3 Include music, sound, and/or video in a document.

Objective 4 Create an image map with hotspots.

Objective 5 Use meta tags in the head section to improve Search Engine Optimization (SEO).

Standard 3 - Website Post

Students will use commercial web design software (e.g. adobe dreamweaver) to create dynamic and interactive websites.

Objective 1 Create a Web page portfolio of projects completed in class.

Objective 2 Use proper naming conventions and file structure, by understanding file types and file name extensions.

Objective 3 Understand the use of FTP for downloading or uploading documents.

Objective 4 Understand the process of registering and/or changing a website domain for the Internet

Objective 5 Understand the process of registering a Website with a search engine.

Objective 6 Test and validate a website in different window sizes, browsers, and electronic devices such as mobile phones and tablet PC's.

Standard 4 - Project Management Team

Students will collaborate in a project management team to create, post, and present a website.

Objective 1 Students will work together to design and complete a multi-page website.

Objective 2 Each team will storyboard its web design project and get approval from the project manager prior to beginning the project.

Objective 3 Students will maintain a collaborative location to share files and website resources. (i.e. cloud storage)

Objective 4 Students will cite all the resources used in their website.

Objective 5 Students will present their project to the class. Presentation should include target audience, design phase elements, resources and software used.

Optional: Standard performance evaluations on the final page of this document

Standard 5 - Commercial Animation Software

Students will add dynamic content to web pages using commercial animation software (e.g. FLASH, ANIM8OR, ULEAD, ADOBE EDGE ANIMATE), JAVASCRIPT, and/or WIDGETS.

Objective 1 Draw, color, and edit objects.

Objective 2 Understand and use layers.

Objective 3 Understand the importance and use of a timeline and/or storyboard.

Objective 4 Understand animation concepts: tweening and/or morphing, motion paths, behaviors and/or actions, twist and fade, library, import graphics.

Objective 5 Insert animation into a web page.

Performance Skills Evaluation

Exam name: Business Web Page Design 2

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 1 – Self awareness and careers

- Create a four-page website with the following minimum elements:
 - Consistent look and feel throughout the website
 - The same page heading, navigation bar, and footer on each page
 - Hot spot(s)
 - Email link(s)
 - Table(s)
 - Roll-over buttons and/or drop-down menus
 - Background image(s)
 - Hyper-link(s)
 - Import graphics (jpeg/gif)
 - Form
 - Page titles
 - Font changes (color, size, style)
 - Original animation (optional)

Pass:

Evaluator Name:

Date:
