

# ADVANCED WEB DESIGN & ANIMATION



The Advanced Web Design & Animation program at the Career & Technology Center is a 4 credit two-semester program open to 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> grade students who are interested in learning about and actually designing operating web sites. Because the Web Design industry lends itself to independent designers students also learn about how to locate and maintain a new business, develop a fee schedule that is fair to them and their clients and how to operate at a

profit.

In the first semester, students learn how to construct user friendly, functional/operational websites. Students will learn HTML code, Adobe Photoshop, Illustrator, Dreamweaver, and Adobe Flash to complete class assignments, labs, and course projects. Students who successfully complete this program will be well equipped to pursue this field of study at the college level. Interface designer, graphic artist, digital media producer, and project manager are just a few of the many career choices available in this field.



Students in the second semester class will construct web sites for businesses and/or non-profit organizations in the Frederick County area. The students will meet with representatives of the companies and then design and construct a web site that meets their needs. Students will also receive advanced instruction in Flash design and the use of actionscript for programming web sites.

The Web Design Program goes beyond learning **how** to just build a website. Students learn the aesthetics of web design. How to properly use graphics, color and text to create graphically pleasing functional web sites. They will also learn how to work with clients to secure the information needed to construct a web site. Interact and work in group settings as well on their own.

Graduates of this program are encouraged to go on to post-secondary education at technical colleges or pursue a four-year degree that will compliment their web design interests.

Students should be computer knowledgeable and have a working understanding of how program applications work. They should also be proficient in surfing the web.

Students who are accepted to the program are required to supply:

- ❖ 3" wide binder
- ❖ USB flash (jump) drive
- ❖ the desire to learn☺

For students/parents who are concerned about the ability to provide these items because of financial constraints, please contact the instructor regarding options

## Value added



Students in the Advanced class who have constructed websites for local business are encouraged to follow up with those businesses to perform web design services for them after the semester has ended. Those students will be operating as independent businesses for the client and will work out a fee schedule for web services rendered.

## Certifications



WOW Certification is a powerful opportunity for individuals aspiring to be or already working as a Web professional. Working with experts within industry, education and government, WOW has created a series of vendor neutral industry standard certification exams.

Students seeking certification through World Organization of Webmasters (WOW) <http://www.joinwow.org/certification/> , may take the following tests:

- Apprentice Exam
- Associate Level Exam

**Articulations:** Students who receive a "B" grade or better in this course can receive a \$2,000 tuition credit from Boston University.

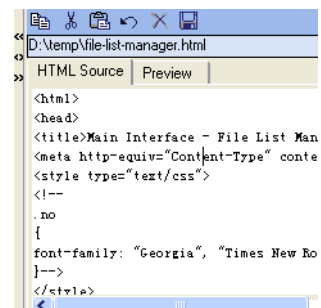
We also have an agreement with the Art Institute of Philadelphia, where the head of their department will review a student's portfolio for possible credits.

We are currently pursuing articulation agreements with Hagerstown Community College and Montgomery College.

## Skills Indicators

### 1. HTML

- a. Student will know how to use the program *Notepad* to markup HTML
- b. Student will know how to set up the basic beginning layout of HTML code for a webpage
- c. Student will be able to code the following actions in HTML code in a webpage
  - i. Baseline returns
  - ii. Horizontal rules
  - iii. Bold text
  - iv. Italic Text
  - v. Text that is colored
  - vi. Background color
  - vii. Headline text
  - viii. Text alignment
  - ix. Paragraphs
  - x. Using special characters
  - xi. Change fonts
  - xii. Create ordered list
  - xiii. Create unordered list
  - xiv. Insert an image
  - xv. Insert and use tables
  - xvi. Create an email link
  - xvii. Create a link to another website
  - xviii. Create a link to another webpage



```
D:\temp\file-list-manager.html
HTML Source | Preview
<html>
<head>
<title>Main Interface - File List Man
<meta http-equiv="Content-Type" conte
<style type="text/css">
<!--
.no
{
font-family: "Georgia", "Times New Ro
}-->
</style>
```

## 2. PHOTOSHOP

Student will be able to perform the following procedures

- a. Convert images to RGB
- b. Transform an image
- c. Use the cropping tool
- d. Use the close tool
- e. Use the pen tool
- f. Feather an image
- g. Work with Layers
- h. Work with gradient colors
- i. Create a graphic image from text characters
- j. Save an image for web display
- k. Create a collage of images
- l. Create rollovers
  - i. Create rollovers that have animation
  - ii. Link rollovers to another webpage or site



## 3. IMAGEREADY

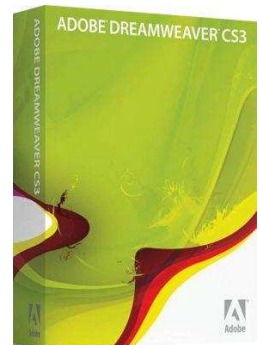
Student will be able to perform the following procedures

- a. Slicing a sheet to create rollovers
- b. Add functionality to rollovers
- c. Add animation to rollovers
- d. Create animated GIF's

## 4. ADOBE DREAMWEAVER

Student will be able to perform the following procedures

- a. Set a background color on a webpage
- b. Insert a background image
- c. Work with Layers
- d. Image adjustment
- e. Create Hot Spots on images
- f. Create Flash Rollover text
- g. Create Flash buttons
- h. Work in HTML
- i. Work in Design View
- j. Create Meta Tags
- k. Create Cascading Style Sheets
- l. Create Managed Sites
- m. Work with web pages created in Photoshop
- n. Direct input to create web pages
- o. Insert images
- p. Insert Rollovers
- q. Insert Alternate Text
- r. Link Images to another web page or site
- s. Create email links
- t. Align Images

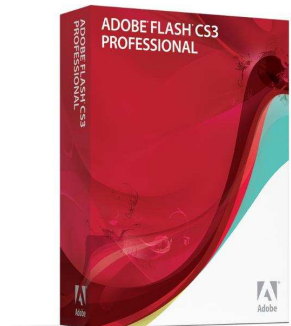


- u. Correct use of V Space and H Space
- v. Work with tables
- w. Work with nested tables
- x. Create Forms
- y. Create functionality of Forms
- z. Add sound to a webpage
- aa. Embed movies in a webpage
- bb. Create Frames
- cc. Create websites

## 5. ADOBE FLASH

Student will be able to perform the following procedures

- a. Create shapes on a stage
- b. Create Static Text
- c. Create Dynamic Text
- d. Create Input Text
- e. Create Shape Motions
- f. Create Tween Motions
- g. Convert images to symbols
- h. Convert images to buttons
- i. Convert images to buttons
- j. Transform movie clips
- k. Transform shapes
- l. Create frame by frame animation
- m. Animate Symbols along a path
- n. Work with a timeline
- o. Work with Layers
- p. Create Masks
- q. Publish a movie
- r. Test a movies bandwidth
- s. Add sound in Flash
- t. Create animation
- u. Use Actionscript
- v. Create a preloader
- w. Create buttons
  - i. Add functionality to buttons
  - ii. Animate button hit states
  - iii. Add sound to buttons
- x. Learn how to use the Library
- y. Create Flash navigation
- z. Work with nested layers
- aa. Work with gradient colors
- bb. Work with Behaviors



## Instructor bio/qualifications

Melvin Baker joined the staff of the Career & Technology Center in the spring of 1999 after 15 years in the Electronics field. Prior to coming to the Career & Technology Center, Melvin was employed by Boscov's Department Stores in Harrisburg PA, where he was awarded the top producing technician award in their service department 5 years running. Mr Baker's career in electronics started in high school where he was enrolled in an Electronics Technology program. Mr. Baker is very versed with our youth organization SkillsUSA, as he won first place in the West Virginia State SkillsUSA (VICA at that time) Electronics contest and competed in the National SkillsUSA competitions two years in a row. Melvin has enjoyed using the Adobe products over the last several years and looks forward to the challenges of web design in the future.

## Advisory Committee



The Web Design program meets with representatives of the local web design and includes a broad variety of individuals. This advisory group meets on a regular basis throughout the school year to discuss the industry trends, updates to curriculum and equipment, potential student interns and any other issues that are relevant to improving the web design program at the Career and Technology Center.

Below is a list of the individuals and the businesses that they represent who serve on the Web Design Advisory Committee:

Jon Bailey  
**Wood Street, Inc.**  
PO Box 1254  
Frederick, Maryland 21702  
<http://www.woodst.com/>

Ellen Keyser  
**EK Designs**  
Frederick, Maryland  
<http://www.ekdesigns.com/>

Lisa Sheirer  
**Frederick Community College**  
7932 Opossumtown Pike  
Frederick, Maryland 21702  
<http://www.frederick.edu/>

## Salary Range/ Employment outlook



Web designers in the Frederick area can have a salary range of \$20,000 to \$40,000 per year. Senior web designers and web masters have a salary range of \$30,000 to \$80,000+ depending upon experience. Salary ranges increase significantly in the Baltimore and Washington Metropolitan area.

For students who are willing to relocate or commute to the Baltimore/Washington areas, there are significant opportunities available in the web design field. The Advanced Web Design & Animation program at the Career and Technology Center focuses on developing students skills and knowledge related to beginning their own business. Several former students are successfully operating their own small firms.

## Advanced opportunities: Colleges and Technical Schools

The following institutions are technical and secondary institutions that offer programs in Web Design and are recognized by the World Organization of Webmasters (WOW).

[Anne Arundel Community College \(MD\)](#)

[American Intercontinental University \(CA\)](#)

[Atlantic Cape Community College \(NJ\)](#)

[Austin Community College \(TX\)](#)

[Baruch College \(NY\)](#)

[Borough of Manhattan Community College \(NY\)](#)

[Bryant College \(RI\)](#)

[Central Arizona College \(AZ\)](#)

[Central Piedmont Community College \(NC\)](#)

[Cerro Coso Community College Web Design Program \(CA\)](#)

[Chattanooga State Technical Community College \(TN\)](#)

[City Skills \(MA\)](#)

[Coastline Community College \(CA\)](#)

[College of the Canyons \(CA\)](#)

[Community College of Southern Nevada \(NV\)](#)

[Data Train Institute \(NY\)](#)

[eCentricSites \(RI\)](#)

[Flathead Valley Community College \(MT\)](#)

[Florence Darlington Technical College \(SC\)](#)

[Fort Hays State University \(KS\)](#)

[Herzing Institute \(WI\)](#)  
[Illinois Central College \(IL\)](#)  
[Interface Computer School \(WA\)](#)  
[Joliet Junior College \(IL\)](#)  
[Judson College \(AL\)](#)  
[Kirkwood Community College \(IA\)](#)  
[LaGuardia Community College \(NY\)](#)  
[Lehigh Valley College](#)  
[Madison Area Technical College District \(WI\)](#)  
[McLennan Community College \(TX\)](#)  
[Merrimack College \(MA\)](#)  
[Microcomputer Education Center \(CA\)](#)  
[Mid Michigan Community College \(MI\)](#)  
[Minnesota State College and University \(MN\)](#)  
[Mira Costa College \(CA\)](#)  
[Mt. San Jacinto College \(CA\)](#)  
[New England Tech \(RI, FL\)](#)  
[North Carolina State University, Computer Training Unit \(NC\)](#)  
[North Orange County Community College District, School of Continuing Education \(CA\)](#)  
[Northeastern University \(MA\)](#)  
[Northern Virginia Community College \(VA\)](#)  
[Northwestern Michigan College \(MI\)](#)  
[Oakton Community College \(IL\)](#)  
[Palm Beach Community College \(FL\)](#)  
[Palomar College \(CA\)](#)  
[Penn State \(PA\)](#)  
[Progressive Solutions \(MA\)](#)  
[Riverland Community College \(MN\)](#)  
[Rose State Collge \(OK\)](#)  
[St. Petersburg Community College \(FL\)](#)  
[Saint Xavier University](#)  
[San Diego Community College \(CA\)](#)  
[San Jacinto College \(TX\)](#)  
[San Jose City College \(CA\)](#)  
[Santa Barbara City College \(CA\)](#)  
[Silicon Valley College \(CA\)](#)  
[Sinclair Community College \(OH\)](#)  
[Southwestern College \(CA\)](#)  
[Spectrum Computer Solutions \(MA\)](#)  
[Sullivan County Community College \(NY\)](#)  
[Technology Enhancement Center \(CO\)](#)  
[UC Berkeley \(CA\)](#)  
[UC Davis \(CA\)](#)  
[University of Baltimore, School of Communications Design \(MD\)](#)  
[University of Maryland, Baltimore County \(MD\)](#)  
[University of Montana \(MT\)](#)

[University Of North Florida \(FL\)](#)  
[The University of Texas Pan American \(TX\)](#)  
[University of Washington \(WA\)](#)  
[Virginia College \(AL\)](#)

## Career Options

Students completing the Web Design class would be for entry level positions in the fields of:

- Graphic Design
- Web Design



qualified

## Sample Work

You can see a changing gallery of student work at [www.teachersclass.com](http://www.teachersclass.com). New sites or images are posted every 30 days.

## More Information

If you would like more information about this or any other program offer at the Career and Technology Center, just visit us at [www.careertech.net](http://www.careertech.net).