



Concurrent Enrollment Course Outline

High School Name: Cincinnatus Central School

Credit Hours: 1

Date Proposal Prepared: September 2014

Student Audience – Grade Level(s): 9-12

Instructor: Mary Warner/Nicole Rice/Lori Tankalavage

Semester(s) Offered: *Full Year (September-June)*

TC3 Course #: CAPS 152

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TC3 Course Title: Web Page Design/Social Media

Course Description: An introduction to the development of web pages for the Internet and the importance of social media in today's society. Topics include HTML tags, including links, graphics, backgrounds, and colors. Students will learn the basics of Adobe Photoshop in order to prepare images for the web. Once students have a basic understanding of HTML coding practice, they will research on-line website building applications. Finally, students will learn how to use Adobe Dreamweaver to create personal and professional websites. Students will also learn to make their online presents more interactive with Flash animations as well as how to utilize social media linked pages such as Twitter, Facebook, Instagram, LinkedIn and other social media sites.

Course Prerequisites: Preferred that a student has already taken Computer Applications in the three unit computer program. Prior approval is required by a computer teacher to take the course at the same time as Computer Applications.

Minimal Basic Skills Needed to Complete Course Successfully: High school level reading, spelling, writing, and basic math skills, and the ability to follow directions and a willingness to learn new computer software. Be able to use Microsoft Word and navigate the Internet easily using a browser and search engines.

Course Objectives:

Using HTML, on-line Website building apps and Adobe Dreamweaver for:

- Planning a Web Site: Audiences, Purposes, and Structure
- Designing the Site: Displaying information, Navigating, Interactivity, and Adding Graphics
- Web Elements: Text, Numbers, and Images
- Organizing and Assembling: Backgrounds, Grids and Borders, Text, Images, Sound and Video Links
- Text Formatting Colors, backgrounds and Graphics, Hyperlinks, Images, Tables and Web Publishing

Creating Adobe Flash Animations and Posting to website

Using various Social Networking

- Learning how to set up an online presence using Twitter, Instagram, and LinkedIn and various other social media platforms.

Class Modalities/Alternative Learning Strategies: Demonstration lectures with new software, discussion, audio-visual aids available, and all projects hands on using a Windows desktop computer with Internet access. Students will have access to digital still and video cameras and Adobe Suite software.

General Education Goals - Critical Thinking & Social/Global Awareness

<p>CRITICAL THINKING OUTCOMES</p>	<p>HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)</p>
<p>Students will be able to</p> <ul style="list-style-type: none"> ¾ develop meaningful questions to address problems or issues. ¾ gather, interpret, and evaluate relevant sources of information. ¾ reach informed conclusions and solutions. ¾ consider analytically the viewpoints of self and others. 	<p>Students will discuss current issues in web page design. Students will gather information from various sources for projects, then compare and contract their findings. Group discussion and/or projects will allow students to develop the ability to solve problems effectively and creatively. Projects and/or discussion topics will be assigned.</p>
<p>SOCIAL/GLOBAL AWARENESS OUTCOMES</p>	<p>HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)</p>
<ul style="list-style-type: none"> ¾ Students will begin to understand how their lives are shaped by the complex world in which they live. ¾ Students will understand that their actions have social, economic and environmental consequences. 	<p>Students will compare various opinions including globalization, internationalization, accessibility and/or sustainability. They will have to analyze information from various sources and make web page design recommendations and decisions based on the results. Projects and/or discussion topics will be assigned.</p>

Required Texts and Materials/Optional Materials as Appropriate:

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Rheingold, Howard; Weeks, Anthony (2012-02-24). Net Smart . MIT Press. Kindle Edition. ISBN 978-0-262-01745-9 (hardcover : alk. paper) ISBN 978-0-262-30072-8 (retail e-book) 1. Internet - Social aspects. 2. Information technology - Social aspects. 3. Electronic information resources. 4. Social media. 5. Digital media. I. Title. HM851. R52 2012 302.23'1 - dc23 2011040573 10 9 8 7 6 5 4 3 2 1

Evaluation/Grading System: (Provide a summary of how the final grade will be determined. This would include a list of the course requirements and their respective weighing in the course. Either a point or a percentage system is typically utilized. The TC3 master course syllabus may specify the grading criteria that must be followed by all instructors of an individual course.)

The final grade will consist of marks for class work, mini-projects, and major projects. Before each project is assigned students will be told how it will be classified.

30% **Class Work-** A numerical mark will be entered into the grade book which reflects how hard and consistently the student has worked over a one-week period. Being on time and prepared for class, good use of class-time, and respect for the workstation and others will be reflected in this grade. There will be 6 of these every six week marking period.

30% **Mini Projects-** These projects are assignments that take 2 weeks or less to complete. (Examples: mini Internet searches, tutorials, graphics, and social networking lessons)

40% **Major Projects-** These projects are assignments that take over 2 weeks to 4 or more weeks to complete. (Examples: Flash animations, WWW sites, and live presentations)

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100% Total Possible Grade

Statement of Academic Integrity: Students will adhere to the guidelines set forth in the Cincinnatus Central Student Handbook as well as the District's Internet Acceptable Use Policy.

Tompkins Cortland Community College's Statement of Academic Integrity

Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.

Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.

Make-Up Policy/Late Work: A day missed is to be made up during a study hall or after school. Three unexcused absences will result in the lowering of a letter grade. Being late to three class periods will result in one absence. Late work will be graded according to the school handbook. Days not made up are given a participation grade of zero.

Attendance Policy: Attendance will be defined by the timely submission of all required assignments (hands on or posts) and daily class work.

Student Responsibilities: Students are also encouraged to have others critique their class work, to look at samples from books, magazines, online, and other sources, and use references available in the school, community, on the Internet and always strive for improvement.