

# Web Design (2024)

## UNDERSTAND CORE PRINCIPLES OF WEB DESIGN 1

- 1 Explain the features and functions of Web browsing software. 1.1
- 2 Explain the features and functions of Web page design software. 1.2
- 3 Demonstrate how to use features and function of web design software. 1.3
- 4 Describe how bandwidth affects data transmission and on-screen image. 1.4
- 5 Compare and contrast clients and servers. 1.5
- 6 Identify and explain how different user agents (browsers, devices) affect the digital communication product. 1.6
- 7 Demonstrate knowledge of available graphics, video, motion graphics, web software programs. 1.7
- 8 Demonstrate knowledge of how to use a scripting language to program a site. 1.8
- 9 Use available reference tools as appropriate. 1.9

## DESIGN TECHNICAL PROFICIENCY 2

- 1 Create a presentable content strategy. 2.1
- 2 Explain the conceptual design, content strategy, and ways to get feedback from various stakeholders in the project. 2.2
- 3 Create and produce content. 2.3
- 4 Create and refine design concepts. 2.4
- 5 Identify, utilize and create reusable components. 2.5
- 6 Apply color theory when selecting appropriate colors. 2.6
- 7 Apply knowledge of typography 2.7
- 8 Apply principles and elements of design. 2.8
- 9 Create templates for questionnaires, data collection, summary reports, as well as project conclusions to include insights into affordances and constraints for the design. 2.9
- 10 Evaluate visual appeal. 2.10

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- 11 Distinguish difference in various qualitative research methods, such as user interviews, ethnography, field studies, focus groups, and usability testing. 2.11**
  - 12 Demonstrate knowledge of HTML, XHTML, and CSS. 2.12**
  - 13 Explain how the connected layouts, blocks of content, visual designs, and navigation requirements enhance user experience. 2.13**
  - 14 Demonstrate knowledge of how to use a scripting language to program a site. 2.14**
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### **Understand project workflow 3**

- 1 Develop flowchart, navigational blueprints and schema. 3.1**
  - 2 Identify and apply different states of UX design process, including research, identification of a problem, ideation, prototyping, and testing, to refine or create products; 3.2**
  - 3 Create sample design showing placement of buttons/navigational graphics and suggested color scheme. 3.3**
  - 4 Develop storyboards, brainstorming, role playing, game storming, paper models, and click through prototypes, mockups – including physical and click-through prototypes. 3.4**
  - 5 Define scope of work to achieve individual and group goals. 3.5**
  - 6 Demonstrate time-management awareness and planning ability to achieve tasks. 3.6**
  - 7 Use available reference tools as appropriate. 3.7**
  - 8 Create a portfolio of projects that shows growth over time, add class artifacts to the (IPS) Individual Plan of Study electronic portfolio. 3.8**
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### **Professionalism and ethics 4**

- 1 Demonstrate proficiency of the Common Core Technical Core Competencies, including the career ready standards and cluster standards (add link to CCTC standards) 4.1**
- 2 Explain importance of web standards and UX Design context, both orally and in written form. 4.2**
- 3 Explain the importance of ethical colors. 4.3**
- 4 Demonstrate knowledge of how to use a scripting language to program a site. 4.4**
- 5 Describe the function of a non-disclosure agreement (NDA). 4.5**
- 6 Differentiate between copyright and trademarks. 4.6**

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**7 Explain the concept of intellectual property.** 4.7

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**8 Demonstrate knowledge of basic web application security.** 4.8