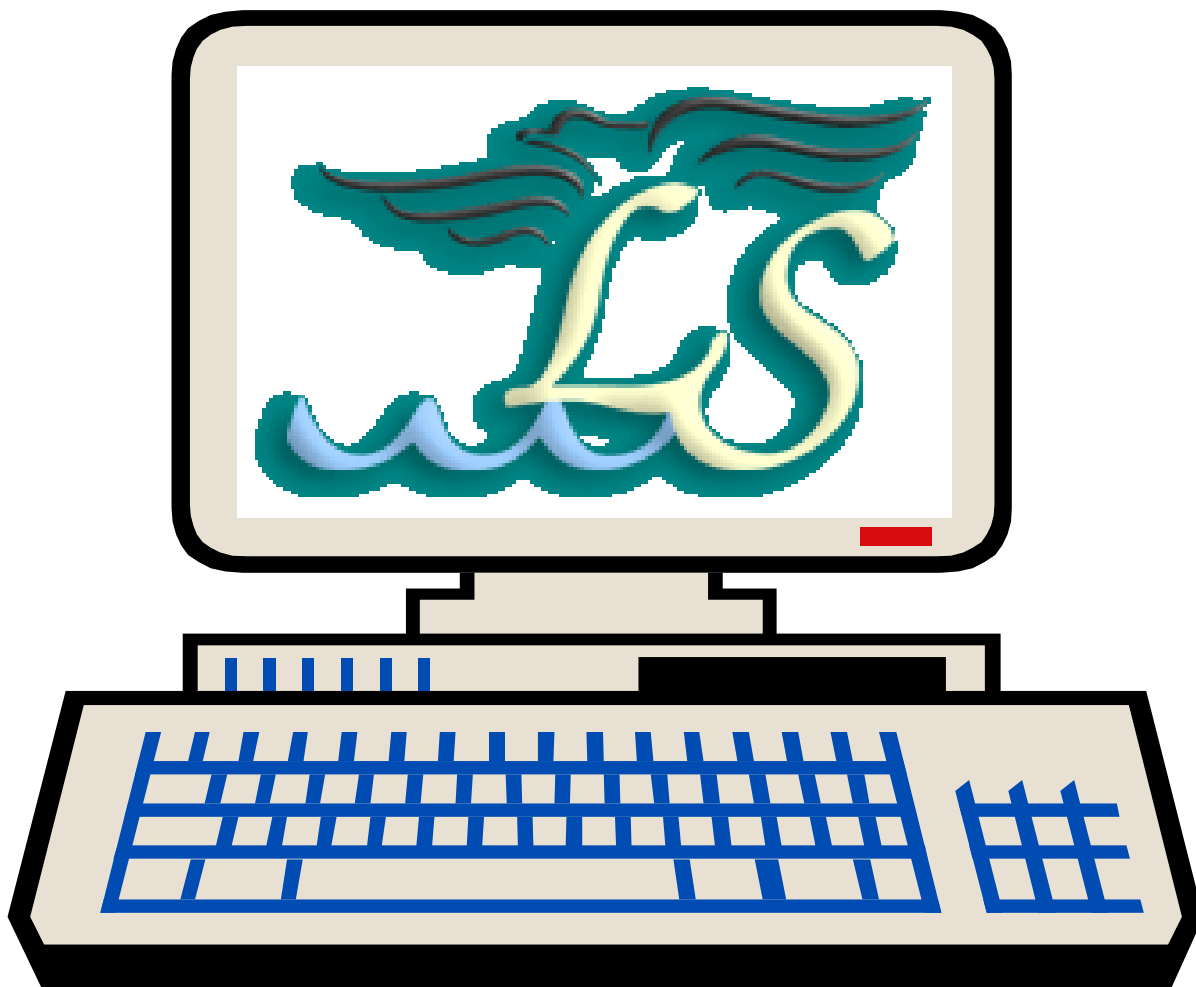


# Desktop Publishing / Web Page Design

Mr. Dan Gerken

2009-2010



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**Text:** Introduction to Web Design Using Dreamweaver by Mark Evans and Michael Hamm

**Text Companion Site** <http://www.WebDesignDW.glencoe.com>

**Class Web Site** <http://www.lakeshore.wnyric.org/~dgerken>

# DESKTOP PUBLISHING / WEB PAGE DESIGN



## Computer Lab Expectations 2009-2010

- **Students will be in the classroom by the second bell.** Tardiness will be noted and repeat offenders will be subject to after-school detention and or extra work.
- **Students must obtain a notebook and bring this to every class meeting. All work and assignment sheets will be retained in this folder.**
- **Students should obtain some sort of secondary storage device for file storage purposes.** Students will be expected to save all work to their network folder. **Failure to retrieve saved work will result in a loss of points.**
- **STUDENTS WILL BE REQUIRED TO SHOW ME THEIR SAVED WORK AT THE END OF EVERY CLASS SESSION. THERE WILL BE NO ASSIGNMENTS PHYSICALLY TURNED IN. WE ARE GOING TO TRY TO GO "GREEN".**
- Students may sit at a monitor where the screen is facing the front. **Assigned seating will be arranged if placement becomes a problem.**
- There will be no food or drink near workstations.
- Students will dispose of any garbage in their work areas before and after each class session.
- Students will push their chairs in after each class meeting.
- **Students will not reconfigure or change any of the hardware or software settings without teacher permission.** Failure to abide by this rule will result in a zero for that marking period and possible failure for the course.
- **Students are responsible for checking for work missed by their absence. Failure to submit work will result in a zero for any assignment missed. Check web site and due dates daily.**
- Each student is responsible for his/her own work. **Copying or file sharing will result in zero for that marking period and possible failure for the course.**
- Any student wishing to travel to another location within the school building must have their agenda with them. Permission will be based on situation and class.
- **CELL PHONES WILL BE CONFISCATED AND TURNED INTO OFFICE. I WILL NOT DETERMINE RETURN OF THEM.**
- All work will be submitted to the appropriate tray when complete. The top tray is for new work and the bottom tray is for corrected papers to be handed back.
- **NO GAMES – THE PLAYING OF A GAME WILL RESULT IN A ZERO FOR THAT DAY'S WORK AND/OR ASSIGNMENT.**
- **FAILURE TO COMPLETE ASSIGNMENTS WILL RESULT IN A DENIAL OF NETWORK ACCESS. THIS IS NOT A CLASS SO YOU CAN PLAY ON THE COMPUTER AND TAKE A ZERO.**
- **USE COLOR PRINTER SPARINGLY AND ONLY FOR CLASS RELATED ASSIGNMENTS. ASK PERMISSION BEFORE PRINTING TO COLOR PRINTER.**

# DESKTOP PUBLISHING COURSE OUTLINE



## ***Web Page Design Section:***

This section will deal with the fastest growing industry of Web site design and development. The materials in this section of the course will provide you with a solid understanding of the entire Web site development process. After gaining a basic understanding of HyperText Markup Language, you will learn to use Macromedia Dreamweaver to design and publish Web sites. Throughout this course, you are encouraged to seek outside resources, including the Internet and Web design professionals in you area, to aid you in the learning process.

## ***Objectives***

The learner will be able to:

- Identify different types of Web sites and URLs
- Understand the basics of HTML
- Describe Web site development stages and protect team responsibilities
- Describe Web design career paths
- Compare and contrast the Internet and the Web
- Describe Web development applications and hardware
- Explain how to download and use files ethically
- Learn how to protect your privacy online
- Use Dreamweaver to create Web sites
- Plan and storyboard a Web site
- Identify and apply principles of good Web site design
- Identify and select appropriate navigation schemes
- Evaluate and create Web content
- Create a custom page template
- Use Web-safe colors
- Use hyperlinks, graphics, and multimedia elements in a Web site
- Create, crop, resize, and resample graphics
- Create an image map with hotspots
- Describes scripting languages and apply DHTML behaviors
- Create a form
- Summarize guidelines for developing e-commerce Web sites
- Explain privacy policies and Web site security measures
- Debug and test a Web page
- Publish and update a Web site
- Identify techniques for publicizing and increasing Web site traffic
- Use HTML tags and attributes

## **Desktop Publishing Section:**

The other section of this course deals with Desktop Publishing. It will focus on creating professional documents featuring graphics and appropriate content. The process of creating a publication begins with two steps—planning the publication and creating the content. The desktop publisher must decide on the purpose of the publication and the intended audience. While this phase of the process is important, the ultimate and most important feature of the publication is the content. It must get the intended message across to the reader or readers. We will investigate some basic design principles that can be used as guidelines to create a visually appealing publication. Some of the concepts we will consider and investigate are focus, balance, proportion, contrast, directional flow, consistency, and color. We will use the Microsoft Word application initially and will follow that up with an introduction to Microsoft Publisher 98.

### **Objectives**

The learner will be able to:

- Insert and format graphics and objects within the Microsoft Word application
  - Copy a picture from a web site
  - Insert, position, and size an object
  - Work with wrapping options of a graphic
  - Insert and format lines
  - Set tabs with leader characters
- Format and layer graphics
- Define Desktop Publishing
- Use a Microsoft Publisher Wizard
- Identify the elements of the Publisher Window
- Edit text in a publication
- Edit repeated design elements
- Open, edit, format, and save a publication
- Move and resize objects
- Print a publication

### **Grading**

<i>Projects / Web Sites / Assignments</i>	<i>75%</i>
<i>Quizzes / Tests</i>	<i>25%</i>
<b>TOTAL</b>	<b>100%</b>

***Student's District Technology and Computer Usage Policy permission forms  
must be signed to log on to network  
Failure to have proper authorization will result in removal from class  
No Internet use without authorization***