Kansas CTE

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 conceptial 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
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
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
	ifferentiate between copyright and trademarks. 4.6

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

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