

Web Communications

Knowledge and skills. **WEBCOMM**

1 Creativity and innovation. The student demonstrates creative thinking, constructs knowledge, and develops innovative products and processes using technology. The student is expected to: **WEBCOMM1**

- A** demonstrate proficiency in the use of local and online collaboration; **WEBCOMM1A**
 - B** create websites using web editors or web authoring programs; **WEBCOMM1B**
 - C** evaluate the accessibility and usability of original websites; and **WEBCOMM1C**
 - D** conceptualize possible technologies based on current technical trends. **WEBCOMM1D**
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2 Communication and collaboration. The student uses digital technology to work collaboratively toward his or her own learning and the learning of others. The student is expected to: **WEBCOMM2**

- A** analyze and implement the proper and acceptable use of digital/virtual communications technologies such as instant messaging (IM), chat, email, and social networking; **WEBCOMM2A**
 - B** define and implement the acquisition, sharing, and use of files taking into consideration primary ownership and copyright; **WEBCOMM2B**
 - C** apply decisions regarding the selection, acquisition, and sharing of uniform resource locators (URLs) used in research, taking into consideration their quality, appropriateness, and effectiveness; and **WEBCOMM2C**
 - D** solve problems using critical-thinking strategies. **WEBCOMM2D**
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3 Research and information fluency. The student applies digital tools to gather, evaluate, and use information. The student is expected to: **WEBCOMM3**

- A** verify the accuracy, validity, and currency of acquired information; **WEBCOMM3A**
- B** conduct effective searches using Boolean operators; **WEBCOMM3B**
- C** acquire and use appropriate vocabulary terms; **WEBCOMM3C**
- D** cite sources appropriately using established methods; **WEBCOMM3D**
- E** model ethical and legal acquisition of digital information following guidelines in the student code of conduct, including plagiarism and copyright laws; **WEBCOMM3E**
- F** identify and discuss emerging technologies and their impact; **WEBCOMM3F**
- G** understand Internet history and structure and how they impact current use; and **WEBCOMM3G**
- H** demonstrate appropriate use of grammar, spelling, and vocabulary when creating original work. **WEBCOMM3H**

4 Critical thinking, problem solving, and decision making. The student uses critical-thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources. The student is expected to: **WEBCOMM4**

- A** demonstrate the transfer and adaptation of knowledge through the creation of original work; **WEBCOMM4A**
- B** evaluate and implement security measures such as firewalls and Hypertext Transfer Protocol Secure (HTTPS) to protect original work; **WEBCOMM4B**
- C** analyze and follow timelines needed to create, edit, and present original work; **WEBCOMM4C**
- D** verify current licensing issues for software being used for the creation of original work; **WEBCOMM4D**
- E** identify and evaluate the design and functionality of web pages using rubrics; **WEBCOMM4E**
- F** optimize web information for fast download such as dial-up and high-speed Internet and mobile devices; and **WEBCOMM4F**
- G** evaluate original work through self-, peer, and professional review of websites. **WEBCOMM4G**

5 Digital citizenship. The student understands human, cultural, and societal issues related to technology and practices legal and ethical behavior. The student is expected to: **WEBCOMM5**

- A** engage in online activities that follow appropriate behavioral, communication, and privacy guidelines, including ethics, personal security, and verbiage determined by the intended audience; **WEBCOMM5A**
- B** understand the negative impact of inappropriate technology use, including online bullying and harassment; **WEBCOMM5B**
- C** implement online security guidelines, including identity protection, limited personal information sharing, and password protection of a secure website; and **WEBCOMM5C**
- D** advocate and practice safe, legal, and responsible use of information and technology. **WEBCOMM5D**

6 Technology operations and concepts. The student demonstrates a sound understanding of technology concepts, systems, and operations. The student is expected to: **WEBCOMM6**

- A** demonstrate knowledge of hardware such as scanners, cameras, printers, video cameras, and external hard drives; **WEBCOMM6A**
- B** identify the parts of a computer and explain their functions; **WEBCOMM6B**
- C** summarize the need, functionality, and use of servers; **WEBCOMM6C**
- D** identify the advantages and disadvantages of running a personal web server versus using a web server provider; **WEBCOMM6D**

- E** differentiate and appropriately use various input, processing, output, and primary/secondary storage devices; [WEBCOMM6E](#)
- F** create and implement universally accessible documents; [WEBCOMM6F](#)
- G** analyze bandwidth issues as they relate to audience, servers, connectivity, and cost; [WEBCOMM6G](#)
- H** establish a folder/directory hierarchy for storage of a web page and its related or linked files; [WEBCOMM6H](#)
- I** follow file and folder naming conventions, including spacing, special characters, and capitalization; and [WEBCOMM6I](#)
- J** identify basic design principles when creating a website. [WEBCOMM6J](#)