

Teacher: Susan Boone
November 10-14

Class: Web Mastering

Detailed lessons are linked online:

<http://hs.houstonisd.org/westsiddehs/Curriculum/WebMastering/index.html>

Tutorials: Wednesday during A and B lunch. After school by appointment

Monday	<p>Objective:</p> <ul style="list-style-type: none"> ▪ explore the use of color as it applies to Web design ▪ explore the uses of shape and line as they apply to Web design ▪ explore the uses of texture and typography as they apply to Web design. ▪ explain how to use movement in a Web site
	<p>Activities:</p> <ul style="list-style-type: none"> ▪ Explain how to use complementary colors to create contrast. Describe the use of RGB and HEX in Web design. ▪ Design Project, students will need to take the Web site that they have chosen and critically analyze each of the five design elements in the Web site. The title of the Web site, as well as the URL, must be provided at the top of the justification paper. ▪ Lines can be used to show movement or motion in a Web site. ▪ Discuss texture with the students. Texture is the use of design techniques to create the illusion of depth on a flat surface. ▪ Natural eye movement—When a Web page is viewed, there is a natural movement of the eye through the page. This movement makes the shape of an F on the page. Our eyes will naturally look at the top left-hand side of a Web page because we are taught to read from left to right, top to bottom
	<p>Materials: Design Rubric; PowerPoint 5, 6, 7, 8</p>
	<p>Follow Up/HW: Continue Web Site evaluation in class on Tuesday</p>
Tuesday	<p>Objective:</p> <ul style="list-style-type: none"> ▪ explore the principles of balance and proximity as they apply to Web design. ▪ explore the principles of repetition and unity as they apply to Web design.
	<p>Activities: Principles Assessment project</p> <p>Balance is the distribution of items. In a Web page, balance is the distribution of such things as text, images, and navigation</p> <p>There are three types of balance that can be achieved on a Web page: symmetrical, asymmetrical, and radial.</p> <p>Another way to achieve balance is through alignment. Alignment is the orientation of text. There are four types of alignment, two of which create a sense of balance. The four types of alignment are left, right, centered, and justified.</p>

Teacher: Susan Boone
November 10-14

Class: Web Mastering

Detailed lessons are linked online:

<http://hs.houstonisd.org/westsideds/Curriculum/WebMastering/index.html>

Tutorials: Wednesday during A and B lunch. After school by appointment

	<p>Proximity is the measure of distance between things and can be used to send a message. White space and proximity are also parts of the Gestalt Theory, which states that the whole is greater than the sum of the parts.</p> <p>Repetition helps the brain move information from short-term memory to long-term memory.</p> <p>Proximity can be used to bring ideas and concepts together. Repetition can be used to provide the unity between different pages of the Web site.</p> <p>Materials: Principles Rubric, PowerPoint 9 & 10</p> <p>Follow Up/HW: Complete Rubrics prior to class on Friday.</p>
<p>Wednesday/Thursday (block schedule)</p>	<p>Objective: Students will:</p> <ul style="list-style-type: none"> ▪ Analyze images in their environment, such as on the street, in magazines, and on the Internet. ▪ Discuss with peers the impact of imagery and give examples of successful images and their message. ▪ Create an image log, displaying effective and ineffective images and their messages. <p>Activities: Images and their message</p> <ul style="list-style-type: none"> ● How images impact the audience ● Web site use <p>POST in Blog:</p> <ol style="list-style-type: none"> 1. Find six images from various sources (for example, billboards, stores, magazines, books, Web, packaging, movies). 2. Sketch each image (or copy and paste, then print onto paper). 3. Under each image, cite where it was found. 4. Under each image, describe the message and explain whether or not it is effective.
	<p>Materials: Internet connectivity, PowerPoint</p> <p>Follow Up/HW: N/A</p>

Teacher: Susan Boone
November 10-14

Class: Web Mastering

Detailed lessons are linked online:

<http://hs.houstonisd.org/westsiddehs/Curriculum/WebMastering/index.html>

Tutorials: Wednesday during A and B lunch. After school by appointment

Friday	<p>Objective: Students will:</p> <ul style="list-style-type: none">▪ Participate in discussion with the whole class on logos and how they impact the Web.▪ Collect logos on the Internet and make a bank of logos in an Inspiration file; share with team of students.▪ Create a logo based on their values, interests, hobbies (who are they and how would they sell themselves?). What visual would clearly and concisely represent the person they are?
	<p>Activities: Students will create a logo illustrating who they are as a person:</p> <ul style="list-style-type: none">▪ Make a list of their interests, activities, and beliefs in their journal.▪ Draw 3 sketches of different combinations representing these in their journal.▪ On the paper provided (S.4.2.WS_Logos), choose one sketch and finalize. Add text if appropriate. Add color using colored pencils or markers.▪ Under the final logo, students will add their rationale for choosing the symbols and colors for their logo.
	<p>Materials: Microsoft Word, PowerPoint, Logo Rubric</p>
	<p>Follow Up/HW: Complete logo design</p>