

Detailed lessons are linked online:

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

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

Monday	<p><b>Objective:</b> Students will:</p> <ul style="list-style-type: none"><li>▪ Explore the various design styles used to develop Web sites</li><li>▪ Differentiate between <i>client</i> and <i>customer</i> in regards to their role in Web site development</li><li>▪ List components of a customer-centered Web site design</li></ul>
	<p><b>Warm-up:</b> Go over the PowerPoint presentation for the Design Process</p>
	<p><b>Description</b></p> <p>Students will explore various design models. The components of customer-centered design will address what the students need to include in the development process when they meet with clients. Other design models include company-centered, technology-centered, and designer-centered styles. Discuss each and note the problematic features in the last three.</p>
	<p><b>Guiding Questions</b></p> <p>Introduce the client project. Students will create a Web site that is client-based. Who is the <i>client</i> for your Web site? Who is the <i>audience</i>? Who is the customer? What is most noticeable in each of the design styles listed below:</p> <ul style="list-style-type: none"><li>▪ Company-centered</li><li>▪ Technology-centered</li><li>▪ Designer-centered</li><li>▪ Customer-centered</li></ul> <p>Of these design styles, which is recommended? Why? What elements are included in customer-centered designs?</p>
	<p><b>Activities: Define Essential Vocabulary. Post to your BLOG and title the POST “The Design Process”.</b></p> <p><b>Essential Vocabulary:</b> Audience, Client, Company-centered, Customer, Customer-centered, Designer-centered, Technology-centered, User, Workflow. These words should be defined as they pertain to types of Web designs.</p> <p><b>Work with a partner to complete the “Customer Design Worksheet”</b></p>
<p><b>Materials:</b> PowerPoint, Customer Design Worksheet, Project Introduction</p>	
<p><b>Follow Up/HW:</b> Consider various types of Web Sites that can be considered for this assignment.</p>	

**Teacher: Susan Boone**  
**January 12-16, 2009**

**Class: Web Mastering**

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

Tuesday	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>▪ Evaluate various Web sites based on the Bureau of Labor and Statistics usability guidelines.</li> <li>▪ List five accessibility issues that Web designers should consider and discuss how these issues can be addressed.</li> </ul>
	<p><b>Activities:</b> Students will develop Web design teams and assume long-term role assignments. These roles include Project Manager, Documenter, and Designer. Once the teams have been established, each member should establish a means of communication with the other group members. Each group must create a method to share files for the project using portable storage devices or online sharing sites.</p> <p>Usability guidelines will be discussed and various Web sites will be evaluated using the Bureau of Labor and Statistics guidelines. The most common Web user disabilities will be discussed and students will view suggested Web sites to learn about methods to improve accessibility to accommodate these users.</p>
	<p>Review various web sites and evaluate based on guidelines.</p>
	<p><b>Materials: Internet Browser</b></p> <p><b>Follow Up/HW:</b> - none</p>
Wednesday/Thursday (block schedule)	<p><b>Objective:</b></p> <p><b>Warm-up: Create a new POST to your BLOG and answer the following Guiding Questions.</b></p>
	<p><b>Guiding Questions</b></p> <ul style="list-style-type: none"> <li>▪ What is the first page of any Web site called?</li> <li>▪ What key components should be included in all Web sites?</li> <li>▪ What guidelines are used to measure a Web sit's' usability?</li> <li>▪ List five accessibility issues that Web designers must consider when creating Web sites.</li> </ul> <p><b>Activities:</b></p> <p>Discuss the design worksheet completed in class on Monday. Work in the newly created teams to decide on the Web Site that will be created.</p>
	<p><b>Materials:</b> Design Worksheet, Suggested Projects</p> <p><b>Follow Up/HW:</b> Decide on the Web Site that will be created and the role of each team member.</p>

**Teacher: Susan Boone**  
**January 12-16, 2009**

**Class: Web Mastering**

Detailed lessons are linked online:

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

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

Friday	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>▪ Use an iterative design to develop a client-based Web site.</li> <li>▪ Meet with client to design the Web site and discuss various prototypes that are used in the development process.</li> <li>▪ Research the customer needs for the Web site. Determine the needs of the customer and what information they will seek when visiting the Web site.</li> </ul>
	<p>Students will work in groups to develop a client-based Web site. Student groups will meet with the designated client at least once during the initial development phase and develop the goals for the Web site.</p> <p>Each group is responsible for getting to know the customers of their client. Who will be using the Web site, what will they be using it for, and what tools are they expected to use on the site? Decide on the type of content that will suit the client and the customers.</p> <p>Each Web development team must manage the content for the Web site, maintain their work logs, and have all content available each class period. Time outside of class may be necessary to meet with clients and develop the initial design for the Web site.</p>
	<p><b>Activities:</b> Students will meet with clients to develop a Web site. After meeting with the client, each design group will describe the customer for the site. Develop the overall goals of the Web site. Determine the answers to the following questions in regards to the customer:</p> <ul style="list-style-type: none"> <li>▪ <b>People/Roles</b> –Who will be visiting the Web site?</li> <li>▪ <b>Tasks</b> – What message does your client want to communicate from the Web site?</li> <li>▪ <b>Technology Access</b> – How will the message be disseminated?</li> <li>▪ <b>Social Issues</b> – Why would customers visit the Web site?</li> <li>▪ <b>Context/Scenarios</b> –Will stories or scenarios be used to express goals and activities that are personal?</li> <li>▪ <b>Planning styles, grammar, and reading levels</b> – What is the best way to communicate with the customer?</li> </ul>
	<p>Evolution of the Homepage Design <a href="http://www.useit.com/papers/sun/pagedesign.html">http://www.useit.com/papers/sun/pagedesign.html</a>  Nielsen, Jakob. "1995 Design of Sun Microsystems' Website, Using Iterative Design and User Testing." 25 May 1995. 26 Jun 2008. &lt;<a href="http://www.useit.com/papers/sun/">http://www.useit.com/papers/sun/</a>&gt;."UsabilityNet: Rapid prototyping methods." 2006. UsabilityNet. 26 Jun 2008 &lt;<a href="http://www.usabilitynet.org/tools/rapid.htm">http://www.usabilitynet.org/tools/rapid.htm</a>&gt;.</p>
	<p><b>Simulations and Illustrations</b>  Evolution of the Homepage Design – <a href="http://www.useit.com/papers/sun/pagedesign.html">http://www.useit.com/papers/sun/pagedesign.html</a></p> <p>Introduce the Client Interview worksheet. Review and be prepared to interview client next week.</p> <p><b>Materials:</b> Interview Worksheet, Internet Connectivity</p> <p><b>Follow Up/HW:</b> Review Interview Worksheet.</p>