Overview

This completely online, year-long Web design curriculum integrates the use of Adobe products across the whole Web design project life cycle. For example, students use **InDesign** to prepare their Web site design documents, **Illustrator** to create illustrations for both the design document and the Web site, **GoLive** to create the site, **Photoshop** to create images for the site, and **Acrobat** to disseminate site-related information. Along the way, students learn about the **HTML code** that GoLive generates. The online curriculum includes lesson highlights, additional practice exercises, and individual and Web team assignments.

The curriculum was developed by instructional designers with the guidance of a consortium of five states (Ohio, Washington State, Michigan, Utah, and New York) that are leaders in the field of Information Technology. The consortium is deeply involved with the U.S. Department of Education's Career Cluster Information Technology Initiative. Accordingly, the curriculum is aligned to the national standards for Information Technology from the National Center for Emerging Technologies and the Education Development Center.

The Adobe Web Tech Curriculum has several features that are explained more fully within this Brief Instructor's Guide. These features include:

- This free, year-long curriculum is completely online. This means maximum flexibility for you, as the instructor:
  - The course Web site can be used as a presentation medium if you teach the course in a classroom or computer lab; or
  - The course Web site can be used as your “lecture” content if you teach the course online.
- This Web design curriculum includes important content that others lack.
- Adobe products are integrated throughout the curriculum.
- The curriculum maps to national standards.
- The curriculum is project-based.
- Every lesson includes a quiz and quiz answer key to help measure student learning.

To get maximum benefit out of this curriculum, please read on!
**Online Curriculum**

The fact that the curriculum itself is completely online offers great utility and flexibility to both you and your students.

As the instructor, you can:

- **Review** each lesson online before you teach it, including any teacher demonstrations, student activities, optional resources, etc.
- Use the course Web site as a **presentation vehicle** while teaching the course content in a classroom or computer lab.
  - Each lesson’s main points, supporting images, teacher demonstrations, and student activities are all there online to help prompt you to guide your students through them in the optimal order.
  - The online lessons include individual and Web team assignments.
- Use the course Web site as your **complete lecture content** when teaching the course online. All you need to add is a means of communicating with your students (e-mail, listserver, or Web-based discussion board) and a schedule for them to follow in terms of the lessons and embedded assignments.

Your **students** can access the Web site from the school computer lab or from home in order to:

- **Review** a lesson.
- **Study** for a quiz.
- **Make up** a missed class session.

The course site itself is Section 508-compliant, meeting all federal accessibility requirements.

**Summary of Lesson Features**

Each lesson in the Adobe Web Tech Curriculum contains:

- Lesson introduction
- Lesson goal
- Activities that afford immediate practice or demonstration opportunities as new concepts are introduced
- Additional practice activities
- Individual assignments
- Web team assignments

The features of the online curriculum are explained more fully in the next section.
Online Curriculum and Lesson Features

The table below provides a more detailed description of the features of the online curriculum, both as a whole and at the lesson level:

<table>
<thead>
<tr>
<th>Curriculum Features</th>
<th>Lesson Features</th>
</tr>
</thead>
</table>
| Features of the comprehensive, online curriculum include:  
  - Eleven units of study, with from three to six lessons per unit; a total of about fifty lessons  
  - Incorporation of national information technology standards:  
    o Education Development Center IT Career Cluster Knowledge and Skills Interactive Media Pathway (http://www2.edc.org/ewit/materials/ITCCIMP-KS.pdf)  
  - Accessibility features making the site compliant with all Section 508 regulations | Clearly worded, well-organized lessons are presented in a step-by-step fashion to ensure student learning:  
  - Each lesson begins with a succinct introduction and a motivational goal statement.  
  - Content is supported by numerous illustrations and examples.  
  - Embedded, immediately relevant activities can be utilized as the teacher wishes, i.e., as teacher demonstrations or as individual student practice/exploration activities.  
  - Activities and assignments are referenced within the online curriculum to cue both teacher and students when the appropriate time for each assignment's completion has arrived.  
  - Additional practice activities that allow students to immediately apply newly-learned concepts and skills  
  - Individual assignments that allow students to integrate and apply a broader base of concepts and skills, seeing how they fit together to accomplish a "real-world" product (including one they see through from start to finish)  
  - Web team assignments in which students work in groups to complete a Web design project from conception to completion; teams play dual roles to give students valuable perspective as they experience both sides of the process:  
    o Each Web team acts as a design team for a group that acts as a client.  
    o Each team also acts as the client for another Web team.  
  - Where relevant, lessons include special sections entitled Additional Information and Additional Resources (e.g., links to online resources related to the current topic). |
Curriculum Coverage: A Unique Approach to Teaching Web Design

The Adobe Web Tech Curriculum offers a unique approach to teaching Web design in several ways. The curriculum introduces students to five industry-standard tools related to Web design:

- Adobe GoLive (Web site design tool)
- Adobe Photoshop (photo-editing and graphics tool)
- Adobe Illustrator (drawing and illustration tool)
- Adobe InDesign (desktop publishing tool)
- Adobe Acrobat (portable document formatting tool)

It introduces these tools in the context of teaching the whole Web design process, from conception of a Web site through implementation and maintenance of the site. By comparison, most Web design courses miss the mark in one of two ways:

1. By focusing so much on the tools that the process is lost (along with all its opportunities for planning, critical thinking, teamwork, keeping the “big picture” in mind while tending to the details, etc.); or
2. By focusing so much on the process that no specific tools are taught (i.e., the process remains too much of an abstraction without the opportunity for real-world experience with real-world tools).

That’s why the Adobe Web Tech Curriculum covers all these major areas:

- Unit 1: Introduction to the Internet
- Unit 2: Planning a Web Project, Part 1
- Unit 3: Planning a Web Project, Part 2
- Unit 4: GoLive, (X)HTML, and CSS
- Unit 5: Introduction to Graphics
- Unit 6: Hyperlinks, Lists, and CSS
- Unit 7: Page Management
- Unit 8: Page Layout and Tables
- Unit 9: Acquiring Images for the Web
- Unit 10: Intermediate Graphics
- Unit 11: Site Management

For a more detailed view of what’s contained in Semester One (Units 1 through 5), please see Appendix A. For a list of specific objectives for each lesson, please see Appendix B.

In terms of coverage, then, the Adobe Web Tech Curriculum offers this unique combination of benefits:

- Students are introduced to the real Web design process, with its three key phases:
  - Information design
  - Site design
  - Page design
- The Adobe applications—real-world, industry-standard tools—are learned as they become relevant to each phase of the Web design process, i.e., in a practical and immediately usable way (rather than “click on this button to do that, and later you’ll see how this might be useful”). For example, here’s a synopsis of how the five programs are used within each of the three phases of Web design:
### The Three Phases of Web Site Design

<table>
<thead>
<tr>
<th>Major Phase</th>
<th>Information Design</th>
<th>Site Design</th>
<th>Page Design</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tasks</strong></td>
<td>Identify site's purpose and goals, site's audience, and site's content</td>
<td>Plan site's organization/structure, navigation, usability, and functionality</td>
<td>Create page layout grids, thumbnail sketches, mock-ups, and web-based prototypes</td>
</tr>
<tr>
<td><strong>InDesign</strong></td>
<td>Site Design Document: Section 1—Site Goals Section 2—User Experience Section 3—Site Content</td>
<td>Site Design Document: Section 4—Site Structure</td>
<td>Site Design Document: Section 5—Visual Design</td>
</tr>
<tr>
<td><strong>GoLive</strong></td>
<td>Create site diagrams</td>
<td>Create web-based prototypes Create actual pages</td>
<td></td>
</tr>
<tr>
<td><strong>Illustrator</strong></td>
<td></td>
<td>Create layout grids, page thumbnail sketches, navigation buttons, logos, etc. Prepare and optimize images for the Web</td>
<td></td>
</tr>
<tr>
<td><strong>Photoshop</strong></td>
<td>Create page mock-ups, navigation buttons, logos Prepare and optimize images for the Web</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Acrobat</strong></td>
<td>Print and disseminate information throughout web design process</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Students are made aware of Web design standards, including the World Wide Web Consortium’s latest recommendations, such as:
  - XHTML rather than plain HTML
  - CSS (cascading style sheets) to control a Web site’s look and feel
  - Web accessibility standards to meet federal and state requirements
- National standards are integrated throughout the curriculum.
Measurement of Student Learning
(Project-Based Learning & Quizzes with Answer Keys)

One of our biggest challenges as teachers is to measure student learning in a meaningful way. The Adobe Web Tech Curriculum gets at this goal from two different angles:

1. **Traditional quizzes and exams** determine students’ grasp of important concepts. (When written well, these instruments really do measure learning.)
   - In the Adobe Web Tech Curriculum, there are specific learning objectives for each lesson. These are listed in Appendix B so that you, the instructor, can help your students recognize the critical aspects of each lesson.
   - Each lesson’s quiz addresses those objectives along with the lesson’s key terms, concepts, tool applications, etc.
   - Quizzes include a variety of question formats (multiple choice, short answer, fill-in-the-blank, matching, etc.).
   - We’ve provided an answer key for each quiz as well, to help you, the instructor, grade quizzes quickly and easily.
   - Quizzes and answer keys are only available for download by registered teachers.

2. **Individual and group projects** determine students’ abilities to use the tools to actually create a Web site (because we want students to demonstrate real and usable skills that verify their abilities to apply their accumulated knowledge to a real-world application).
   - Students work individually to complete pieces of the Web design process as well as an entire project from start to finish.
   - Students also break into teams to take another project from start to finish.
   - Each team plays the role of another group’s web design team. In this role, team members must work together to meet with their clients, gather information, obtain client approval for the site design at appropriate stages, and create the Web site.
   - Each team plays the role of another group’s client. In this role, team members must form a consensus about what they want their Web site to be, communicate their ideas effectively to the design team, evaluate the other team’s design of their site, compromise as necessary, and give approvals at the appropriate stages.
Appendix A: Adobe Web Tech Curriculum—Semester One

Internet Overview

Unit 1: Introduction to the Internet

- **Lesson 1.1: Brief History of the Internet**
  - The Internet and Its History
  - Internet Committees
  - Common Internet Protocols

- **Lesson 1.2: The World Wide Web and Browsers**
  - The Internet and the World Wide Web
  - Links and Files
  - The Growth of the World Wide Web
  - Browsers

- **Lesson 1.3: Internet Search Tools and Strategies**
  - Search Tools
  - Search Strategies
  - Search Results
  - Evaluating Web Sites
  - Citing Web Sites

- **Lesson 1.4: Acceptable Use Policies (AUP)**
  - What's an AUP?
  - Comparing AUPs

Web Site Planning

Unit 2: Planning a Web Project, Part 1

- **Lesson 2.1: The Web Design Process**
  - Overview of the Design Process
  - Design Considerations--Technical
  - Design Considerations--Usability
  - Design Considerations--Accessibility
  - Introduction to Web Teams

- **Lesson 2.2: Project Management**
  - Project Team Members
  - Project Life Cycle
  - Project Scheduling
  - Project Maintenance Plan
  - Critical Path Analysis
• **Lesson 2.3: GoLive Basics**
  - Creating a GoLive Site
  - The GoLive Site Window and Site Toolbar
  - The GoLive Document Window and Document Toolbar
  - Under the Hood--What is HTML?
  - Under the Hood--Why Understand the HTML Code?
  - Converting HTML Pages to XHTML
  - The GoLive Objects Palette and Inspector
  - The GoLive Workspace

• **Lesson 2.4: Information Design**
  - Information Architecture
  - Transcript of Gage Vintage Guitars Interview
  - Web Team Client Interview
  - Introduction to the Design Document
  - Design Document for Gage Vintage Guitars
  - Web Team Design Document

• **Lesson 2.5: InDesign Basics 1**
  - InDesign's Default Palettes
  - Creating a New InDesign Document
  - Saving an InDesign Document
  - Opening an InDesign Document
  - Working with InDesign Palettes
  - Adding Text to an InDesign Document
  - Placeholder Text and the Character Palette
  - Selecting and Styling Text
  - Paragraph Formatting
  - Paragraph Effects
  - Creating Text Frame Shapes
  - Flowing Text to Other Frames
  - Drawing a Line
  - Using InDesign to Create a Design Document Sign-off Sheet

• **Lesson 2.6: InDesign Basics 2**
  - The Document Grid
  - Integrating Graphic Images
  - Scaling Type
  - Leading, Kerning, and Tracking
  - Master Pages
  - Adding Page Numbers to Master Pages
  - Importing Short Text Files
  - Importing Long Text Files and Using Autoflow
Unit 3: Planning a Web Project, Part 2

- **Lesson 3.1: Site Design**
  - Site Organization
  - Linear Structure
  - Hierarchical Structure
  - Random Access Structure
  - Mixed Structure
  - Architectural Blueprint
  - Site Navigation
  - Site Interactivity (Functionality)
  - Overall Site Usability
  - Design Document--Site Design Section

- **Lesson 3.2: GoLive Site Diagrams 1**
  - Creating a GoLive Site Diagram
  - Site Diagram Elements
  - Creating Site Diagram Sections
  - The Diagram Section Toolbar
  - Adding Pages to a Site Diagram Section
  - Adding Individual Pages to a Site Diagram
  - Changing the Site Diagram Display
  - Annotating a Site Diagram

- **Lesson 3.3: Illustrator Basics**
  - Getting Started
  - Opening and Importing Graphic Images
  - The Illustrator Toolbox
  - The Default Palettes
  - Saving Images
  - Illustrator’s Document Window and Artboard
  - Drawing and Selecting Basic Objects
  - Working with Type
  - The Character and Paragraph Palettes

- **Lesson 3.4: Page Design**
  - Major Tasks of the Page Design Phase
  - Page Layout
  - Sketches and Mock-ups
  - Web-Based Prototypes
  - Finishing the Design Document

- **Lesson 3.5: GoLive Site Diagrams 2**
  - Creating Diagram Groups
  - Applying Box and Level Icons
  - Staging Site Diagrams
  - Submitting Site Diagrams
Web Site Development 1

Unit 4: GoLive, (X)HTML, and CSS

- **Lesson 4.1: Creating a Project Site Using GoLive**
  - Site Structure
  - Site Wizard -- Blank Site
  - Site Wizard -- Import from Folder
  - Site Wizard -- Import from Server
  - Site Wizard -- Copy from Template

- **Lesson 4.2: Entering and Formatting Text in GoLive**
  - Document Window
  - Entering Text
  - Type Style
  - Type Structure
  - Paragraph Formatting
  - Font Size
  - Type Alignment
  - Text Color

- **Lesson 4.3: Cascading Style Sheets 1**
  - Why Cascading Style Sheets?
  - Cascading Style Sheet Basics
  - Inline Styles
  - Internal Style Sheets
  - External Style Sheets
  - Classes of Styles for Internal and External Style Sheets
  - Type-related Styles in GoLive

- **Lesson 4.4: Integrating Images in GoLive**
  - When to Use Images and Where to Get Them
  - Copyright and Fair Use
  - Adding Web Images
  - Image Attributes
  - Image Alignment

- **Lesson 4.5: Cascading Style Sheets 2**
  - External Styles Sheets in GoLive
  - Background Styles in GoLive
  - Floating Images in GoLive
Graphics 1

Unit 5: Introduction to Graphics

- **Lesson 5.1: Graphics Basics**
  - Bitmap vs. Vector-Based Graphics
  - Color/Bit Depth and Image Resolution
  - Graphic File Formats
  - Optimizing Web Graphics

- **Lesson 5.2: Introduction to Color**
  - CMYK and RGB Color
  - Hue, Saturation, and Brightness
  - Browser Safe Colors

- **Lesson 5.3: Photoshop Basics**
  - Getting Started
  - The Default Palettes
  - Working with Photoshop Palettes
  - The Photoshop Toolbox
  - Opening an Image in Photoshop
  - Saving an Image in Photoshop
  - Layers Basics

- **Lesson 5.4: Photoshop Image and Color Basics**
  - Changing Image Size
  - Cropping an Image
  - Changing Color/Bit Depth
  - Optimizing Images using Save for Web
  - Working with Color in Photoshop

- **Lesson 5.5: Illustrator Image and Color Basics**
  - Optimizing Images using Save for Web
  - Working with Color in Illustrator

Web Site Development 2

Unit 6: Hyperlinks, Lists, and CSS

- **Lesson 6.1: Acrobat Basics 1**
  - Completing the Design Document
  - Acrobat Reader
  - Acrobat Reader Screen and Palettes
  - Acrobat Reader Toolbars
  - Acrobat Reader Toolbars 2
  - Saving with Acrobat Distiller
• Adobe Acrobat Screen and Palettes
  • Adobe Acrobat Document Menu
  • Adobe Acrobat Toolbars

• Lesson 6.2: Hyperlinks
  • Types of Link Destinations
  • Absolute and Relative Links
  • Anchors and Targets
  • Within-Web Links
  • Within-Page Links
  • External Links
  • Link Targets
  • E-mail Links
  • Linking from Images
  • Editing Links
  • Checking Links

• Lesson 6.3: Acrobat Basics 2
  • Adding Bookmarks to an Adobe Acrobat Document
  • Adding Links to an Adobe Acrobat Document

• Lesson 6.4: Lists
  • Numbered Lists
  • Unnumbered Lists
  • List Levels
  • Definition Lists

• Lesson 6.5: Cascading Style Sheets 3
  • Introduction to Styles for Lists
  • Styles for Numbered Lists
  • Styles for Unnumbered Lists
  • Styles for Nested Lists
  • Styles for Lists Using Images as Bullets
  • Class Styles for Lists
  • CSS Box Model
  • CSS Box Model Applied in GoLive
Unit 7: Page Management

- **Lesson 7.1: Page Head Section**
  - Head Section
  - Encoding Type and Character Set
  - Head Section Elements
  - Meta Element and Attributes
  - Title Attribute and Page Properties

- **Lesson 7.2: Document Statistics and Find/Replace**
  - Document Statistics
  - Find/Replace: Find & Replace Tab
  - Find/Replace: Element Tab

- **Lesson 7.3: Highlight Palette and Spell Checking**
  - The Highlight Palette
  - Highlighting Elements, CSS, and Special Items
  - Highlighting Link Warnings
  - Highlighting Syntax Errors
  - Checking Spelling

Unit 8: Page Layout and Tables

- **Lesson 8.1: Tables**
  - Basic Components of a Table
  - Creating Tables
  - Working with Tables
  - Working with Table Rows
  - Working with Table Cells
  - Spanning Across Table Cells
  - Tables and Accessibility
  - Using Tables for Layout

- **Lesson 8.2: Layout Grids**
  - Introduction to Layout Grids
  - Creating and Editing Layout Grids
  - Grid Objects
  - Editing Grid Objects
  - Converting Layout Grids to Tables

- **Lesson 8.3: Cascading Style Sheets 4**
  - Introduction to Styles for Tables
  - Table Element Styles
  - Cell Element Styles
  - Applying Class Styles to Tables
Graphics 2

Unit 9: Acquiring Images for the Web

- **Lesson 9.1: Digital Camera Basics**
  o Digital Cameras vs. Traditional Cameras
  o Image Resolution
  o Storage
  o Picture-Taking Tips

- **Lesson 9.2: Scanner Basics**
  o Scanning Software Basics
  o Image Resolution
  o Printer Resolution

Unit 10: Intermediate Graphics

- **Lesson 10.1: More on Layers**
  o Layers Basics Review
  o Creating Layers
  o Selecting Layers
  o Layer Opacity
  o Managing Layers
  o Transforming Layers
  o Layer Styles
  o Layer Types

- **Lesson 10.2: More on Image Optimization**
  o Optimization Review
  o Introduction to Image Ready
  o Optimization in Photoshop vs. ImageReady
  o Color Table

- **Lesson 10.3: Image Maps**
  o Image Maps Defined
  o Creating Image Maps in Image Ready
  o Creating Image Maps in GoLive

- **Lesson 10.4: Creating Rollover Effects**
  o Rollover Effects Defined
  o Creating Rollovers
  o Editing Rollovers
  o Rollover Styles
  o Integrating Rollovers in GoLive
• **Lesson 10.5: Slicing Images**
  o Sliced Images Defined
  o Creating Slices
  o Selecting Slices
  o Editing Slices
  o Moving and Resizing Slices
  o Optimizing Slices
  o Assigning Hyperlinks to Slices

**Web Site Management**

**Unit 11: Site Management**

• **Lesson 11.1: Site Window and Inspector**
  o Site Window Revisited
  o Site Window Files Tab
  o Split-screen View Tabs
  o Site Preferences
  o Site Inspector

• **Lesson 11.2: Stationery and Templates**
  o Stationery vs. Templates
  o Creating Stationery
  o Applying Stationery
  o Creating Templates
  o Applying Templates

• **Lesson 11.3: Library Snippets and Components**
  o Library Snippets vs. Components
  o Creating Snippets
  o Applying Snippets
  o Creating Components
  o Applying Components
  o Updating Components

• **Lesson 11.4: Proofing and Testing a Site**
  o Proofing a Site--Overview
  o Spell Checking a Site in GoLive
  o Testing a Site--Overview
  o Browser Compatibility Check in GoLive
  o Navigation and Link Checks in GoLive
  o Accessibility Checks in GoLive

• **Lesson 11.5: Publishing a Site**
  o Site Inspector
  o Configuring Server Access
  o Connecting to a Server via FTP
- Uploading a Site via FTP
- Uploading Individual Files via FTP
Appendix B: Adobe Web Tech Lesson Objectives

Internet Overview

Unit 1: Introduction to the Internet

Lesson 1.1: Brief History of the Internet

After completing this lesson, you will be able to:

1. Describe the roles played by the Department of Defense (ARPA) and the National Science Foundation (NSF) in the Internet’s beginnings.
2. Describe the roles played by the following key Internet committees: the World Wide Web Consortium (W3C), the Internet Society (ISOC), and the Internet Architecture Board (IAB).
3. Identify several common Internet protocols and describe their primary uses.

Lesson 1.2: The World Wide Web and Browsers

After completing this lesson, you will be able to:

1. Differentiate between the Internet and the World Wide Web.
2. Identify the two most popular graphical Web browsers.
3. List several features shared by most graphical Web browsers.

Lesson 1.3: Internet Search Tools and Strategies

After completing this lesson, you will be able to:

1. Differentiate among search engines, subject directories, and virtual libraries, including the best uses of each.
2. Use the following search engine features: boolean operators, phrase searching, proximity searching, truncation, and wildcards.
3. List several factors used by search engines when ranking the sites resulting from a search.
4. List several factors to consider when critically evaluating a Web site’s content.
5. Cite a Web source correctly, using one of the following styles: APA, MLA, or Chicago.

Lesson 1.4: Acceptable Use Policies (AUP)

After completing this lesson, you will be able to:

1. Explain the purpose of an acceptable use policy (AUP).
2. Describe your own school’s AUP.
Web Site Planning

Unit 2: Planning a Web Project, Part 1

Lesson 2.1: The Web Design Process

After completing this lesson, you will be able to:

1. Name and describe the major goals of each of the three phases of Web site design.
2. List several technical issues to consider when designing a Web site.
3. List several usability issues to consider when designing a Web site.
4. List several accessibility issues to consider when designing a Web site.

Lesson 2.2: Project Management

After completing this lesson, you will be able to:

1. Define project management and briefly state its goals.
2. List the core members of a typical web design project team.
3. Identify in order the phases of the project life cycle and explain the role of milestones.
4. Define the following project management terms: milestones, project scheduling, resources, maintenance plan, critical path, and critical path analysis or method.

Lesson 2.3: GoLive Basics

After completing this lesson, you will be able to:

1. Create a new site in GoLive.
2. Differentiate among various components of the GoLive Workspace, including the Site Window, the Document Window, the Objects Palette, the Inspector Window, and the various toolbars.
3. Define HTML and XHTML and state which is the current W3C standard.
4. Explain the importance of understanding HTML code.
5. Use GoLive’s Split Source View to see the Layout and Source views simultaneously.
6. Use GoLive to convert an HTML page to XHTML.

Lesson 2.4: Information Design

After completing this lesson, you will be able to:

1. Identify the major tasks to be completed during the information design phase of the Web site design process.
2. Conduct a client interview to obtain necessary information about a site's purpose, audience, and content.
3. Create the first three sections of a Web site design document and its corresponding sign-off sheet.

Lesson 2.5: InDesign Basics 1

After completing this lesson, you will be able to:

1. Perform several basic Adobe InDesign functions, including opening and saving files, working with various palettes, adding and formatting text, creating text frame shapes, flowing text, and drawing lines.
2. Apply basic Adobe InDesign functions to the formatting of a Web design document sign-off sheet.

Lesson 2.6: InDesign Basics 2

After completing this lesson, you will be able to:

1. Perform several Adobe InDesign functions, including using the document grid; integrating images; importing text; scaling type; using leading, kerning, and tracking; flowing and autoflowing text; using master pages; and adding page numbers.
2. Apply Adobe InDesign functions to the formatting of a Web site design document.

Unit 3: Planning a Web Project, Part 2

Lesson 3.1: Site Design

After completing this lesson, you will be able to:

1. Identify and describe several different Web site organizational structures, including linear, hierarchical, random access, and mixed.
2. Identify and describe several site navigation tools, including site maps, navigation bars, and place-finding tools.
3. List several issues related to a site's functionality and usability.
4. Create the fourth section (Site Structure) of a Web site design document, including a site structure listing, architectural blueprints (both overview and detailed), and identification of local and global navigation systems.

Lesson 3.2: GoLive Site Diagrams 1

After completing this lesson, you will be able to:

1. Create a GoLive site diagram.
2. Add a section to a GoLive site diagram.
3. Add individual or section pages to a GoLive site diagram.
4. Add annotations to a GoLive site diagram.

Lesson 3.3: Illustrator Basics

After completing this lesson, you will be able to:

1. Perform several basic Adobe Illustrator functions, including opening and saving files, working with various palettes, adding and formatting text, and drawing lines and other basic objects.
2. Apply basic Adobe Illustrator functions to the creation of a Web page layout grid.

Lesson 3.4: Page Design

After completing this lesson, you will be able to:

1. List the major tasks of the page design phase of Web design.
2. Identify at least two layout guidelines related to each of the following concepts: alignment, visual hierarchy, balance, consistency, proximity, and contrast.
3. Create the fifth section (Visual Design) of a Web site design document, including layout grids, thumbnail sketches, and page mock-ups.
Lesson 3.5: GoLive Site Diagrams 2

After completing this lesson, you will be able to:

1. Create diagram groups in GoLive site diagrams.
2. Use the Box and Level icons to annotate GoLive site diagrams.
3. Stage and submit GoLive site diagrams.

Web Site Development 1

Unit 4: GoLive, (X)HTML, and CSS

Lesson 4.1: Creating a Project Site Using GoLive

After completing this lesson, you will be able to:

1. Describe the structure of a newly-created GoLive site in terms of folders and files.
2. Use any of the four Site Wizard options for creating new sites (blank site, import from folder, import from server, and copy from template).

Lesson 4.2: Entering and Formatting Text in GoLive

After completing this lesson, you will be able to:

1. Format text in GoLive, using either menu or toolbar commands, with regard to styles (e.g., bold or italics), structures (e.g., headings or quotations), alignment, size, and color.
2. Differentiate between styles and structures and determine the best way to format text according to how it is used rather than how it should appear.

Lesson 4.3: Cascading Style Sheets 1

After completing this lesson, you will be able to:

1. Differentiate among inline styles, internal style sheets, and external style sheets.
2. List at least three advantages of using cascading style sheets.
3. Use GoLive's CSS Editor and CSS Style Inspector to create a style sheet that utilizes element styles, generic classes, and element-level classes.
4. Use GoLive's CSS Palette to apply class styles to an HTML document.
5. Use the span and div elements appropriately in conjunction with inline styles or style classes.

Lesson 4.4: Integrating Images in GoLive

After completing this lesson, you will be able to:

1. List at least three issues to consider when determining whether or not to add an image to a Web page.
2. Construct an appropriate copyright notice.
3. Use GoLive to add an image to a Web page, including specifying alternate text and setting the desired alignment for the image.
4. Use GoLive to create a new folder and import files into it.
5. Use GoLive to add horizontal rules to a Web page.
Lesson 4.5: Cascading Style Sheets 2

After completing this lesson, you will be able to:

1. Create an external style sheet and link to it from an HTML document.
2. Apply a background color or image to a page via style sheets.
3. Create styles that float images next to blocks of text.

Graphics 1

Unit 5: Introduction to Graphics

Lesson 5.1: Graphics Basics

After completing this lesson, you will be able to:

1. Compare and contrast bitmap and vector-based graphics.
2. State the number of colors possible with common bit depths, such as 2-bit, 4-bit, 8-bit, and 24-bit.
3. Define image resolution and state what resolution is appropriate for Web graphics.
4. Compare and contrast the following graphics file formats: GIF, JPEG, and PNG.
5. List three ways to optimize graphics for the Web.

Lesson 5.2: Introduction to Color

After completing this lesson, you will be able to:

1. Compare and contrast the RGB and CMYK color models.
2. Define the following terms: indexed color, dithering, hue, saturation, and brightness.
3. List two potential problems that may arise when not using browser safe colors.

Lesson 5.3: Photoshop Basics

After completing this lesson, you will be able to:

1. Start, open, save, and close Photoshop files.
2. Identify several important components of Photoshop’s Toolbox, File Browser, and Layers Palette.

Lesson 5.4: Photoshop Image and Color Basics

After completing this lesson, you will be able to:

1. Change the size and bit depth of Photoshop images.
2. Optimize JPEG and GIF images for the Web.
3. Select and apply colors to Photoshop images.

Lesson 5.5: Illustrator Image and Color Basics

After completing this lesson, you will be able to:
1. Optimize JPEG and GIF images for the Web.
2. Select and apply colors to Illustrator images.

**Web Site Development 2**

**Unit 6: Hyperlinks, Lists, and CSS**

**Lesson 6.1: Acrobat Basics 1**

After completing this lesson, you will be able to:

1. Use Acrobat Reader to view PDF documents.
2. Save various file formats as PDF documents using Acrobat Distiller.
3. Use Acrobat to edit and add comments to PDF documents.

**Lesson 6.2: Hyperlinks**

After completing this lesson, you will be able to:

1. Differentiate between, correctly use, and create the following: absolute and relative links; anchors and targets; within-page, within-web, and external links.
2. Create e-mail links within GoLive.
3. Create image links within GoLive.
4. Edit and check hyperlinks within GoLive.

**Lesson 6.3: Acrobat Basics 2**

After completing this lesson, you will be able to:

1. Add bookmarks to a PDF file.
2. Add hyperlinks to a PDF file.

**Lesson 6.4: Lists**

After completing this lesson, you will be able to:

1. Create numbered (ordered) lists in GoLive.
2. Create unnumbered (unordered) lists in GoLive.
3. Create nested lists in GoLive.
4. Create definition lists in GoLive.

**Lesson 6.5: Cascading Style Sheets 3**

After completing this lesson, you will be able to:

1. Use the GoLive CSS Editor to create styles for numbered, unnumbered, and nested lists.
2. Create styles for lists using images as bullets.
3. Differentiate between element styles and class styles, including the appropriate uses for each.
4. Differentiate among the following properties of the CSS Box Model: width, height, margin, border, and padding.
5. Use the GoLive CSS Editor to set the CSS Box Model properties for elements.
Unit 7: Page Management
Lesson 7.1: Page Head Section

After completing this lesson, you will be able to:

1. Use GoLive to set a Web page's character encoding set.
2. Use GoLive to create various meta tags for a Web page.
3. Use GoLive to enter the content for a page's title element.

Lesson 7.2: Document Statistics and Find/Replace

After completing this lesson, you will be able to:

1. Use GoLive's document statistics features to gather information about document size, character and word count, and projected download time.
2. Use GoLive's find and replace features to search for and/or change text strings or HTML elements.

Lesson 7.3: Highlight Palette and Spell Checking

After completing this lesson, you will be able to:

1. Use GoLive's Highlight Palette to find specific elements within a Web page.
2. Use GoLive's Highlight Palette to check for broken links within a Web page.
3. Use GoLive's Syntax Checker to check a Web page's code for validity and browser compatibility.
4. Use GoLive's Spell Checker to find and fix spelling errors within a Web page.

Unit 8: Page Layout and Tables
Lesson 8.1: Tables

After completing this lesson, you will be able to:

1. Create accessible data tables.
2. Create element and class styles for tables.
3. Create simple layout tables.

Lesson 8.2: Layout Grids

After completing this lesson, you will be able to:

1. Use GoLive's Layout Grid feature to precisely position objects on a Web page.
2. Convert layout grids to complex tables.
Lesson 8.3: Cascading Style Sheets 4

After completing this lesson, you will be able to:

1. Use the GoLive Style Editor to create element styles and class styles that affect an entire table.
2. Use the GoLive Style Editor to create element styles and class styles that affect individual cells of a table.

Graphics 2

Unit 9: Acquiring Images for the Web
Lesson 9.1: Digital Camera Basics

After completing this lesson, you will be able to:

1. Compare and contrast digital and traditional (film-based) cameras.
2. Define the following terms related to image resolution and digital cameras: megapixel, interpolated resolution, actual resolution, digital zoom, optical zoom, storage media.
3. List several tips for taking good digital photographs.

Lesson 9.2: Scanner Basics

After completing this lesson, you will be able to:

1. Define the following scanner-related terms: dpi, optical resolution, and interpolated resolution.
2. State the standard rule of thumb for scanning resolution in relation to printing.
3. List the optimal scan resolutions for the following image types: web graphics, photographs, and line art.

Unit 10: Intermediate Graphics
Lesson 10.1: More on Layers

After completing this lesson, you will be able to:

1. Work with Photoshop layers, including the following tasks: creating and selecting layers, setting layer opacity, creating layer sets, rasterizing layers, linking and locking layers, flattening and merging layers, and transforming layers.
2. Apply layer styles to Photoshop images to achieve specific effects.

Lesson 10.2: More on Image Optimization

After completing this lesson, you will be able to:

1. Optimize images for the Web in either Photoshop or ImageReady.
2. Utilize the Color Table to identify colors within a GIF image and to further optimize the image for the Web by deleting unnecessary colors.

Lesson 10.3: Image Maps

After completing this lesson, you will be able to:
1. Create image maps in ImageReady.
2. Create image maps in GoLive.

**Lesson 10.4: Creating Rollover Effects**

After completing this lesson, you will be able to:

1. Use ImageReady to create and edit rollover images with multiple states.
2. Use GoLive to integrate image rollovers into Web pages.

**Lesson 10.5: Slicing Images**

After completing this lesson, you will be able to:

1. Differentiate among user slices, auto slices, and layer-based slices.
2. Use Photoshop and ImageReady to create, edit, delete, duplicate, combine, divide, move, resize, optimize, and hyperlink image slices.

**Web Site Management**

**Unit 11: Site Management**

**Lesson 11.1: Site Window and Inspector**

After completing this lesson, you will be able to:

1. Use the GoLive Site Window Files tab to gather information about site files.
2. Use the GoLive Split-Screen View Errors tab to determine whether the site contains missing files, orphan files, or files with illegal file names.
3. Use the GoLive Site Folder Inspector and Site File Inspector to determine or set status or publish status for files and folders.

**Lesson 11.2: Stationery and Templates**

After completing this lesson, you will be able to:

1. Create and apply GoLive stationery files.
2. Create and apply GoLive template files.

**Lesson 11.3: Library Snippets and Components**

After completing this lesson, you will be able to:

1. Create and apply GoLive’s library snippets.
2. Create and apply GoLive’s components.

**Lesson 11.4: Proofing and Testing a Site**

After completing this lesson, you will be able to:

1. Proof a Web site for relevance, accuracy, timeliness, spelling, grammar, and originality.
2. Use GoLive’s built-in spelling checker to perform a site-wide spelling check.
3. Use GoLive’s built-in browser compatibility and syntax checker.
4. Check a site’s navigation and links via GoLive’s Link Warnings and In & Out Links features.
5. Use GoLive’s built-in accessibility checker.

Lesson 11.5: Publishing a Site

After completing this lesson, you will be able to:

1. Configure GoLive to access a server.
2. Upload an entire site to a server.
3. Upload individual files to a server.