

**WARREN COUNTY SCHOOL DISTRICT**  
**PLANNED INSTRUCTION**

**COURSE DESCRIPTION**

**Course Title:** Multimedia and Web Design

**Course Number:** \_\_\_\_\_

**Course Prerequisites:** None

**Course Description:** (Include “no final exam” or “final exam required”)

Multimedia and Web Design introduces students to how business uses different types of advertising media and how to design different advertisements using desk top publishing and web design. Topics include the advertising industry, analyzing customers, principles of design, and planning and creating an advertising campaign. Students will create web pages using Dream Weaver. Marketing projects, teamwork, leadership activities through Skills USA competitions provide many opportunities for application of instructional competencies.

Final Exam is required.

**Suggested Grade Level:** 10-12

**Length of Course:** \_\_\_\_\_ One Semester X Two Semesters \_\_\_\_\_ Other

(Describe)

**Units of Credit:** 1 (Insert *NONE* if appropriate.)

**PDE Certification and Staffing Policies and Guidelines (CSPG) Required Teacher Certification(s)**

(Insert certificate title and CSPG#) Marketing/Distributive Education Teacher/Coordinator and/or Business

**Certification verified by WCSD Human Resources Department:**

X Yes \_\_\_\_\_ No

**Board Approved Textbooks, Software, Materials:**

**Title:** Advertising Business 2000

**Publisher:** Thomson/South-western

**ISBN #:** 0-538-72915-5

**Copyright Date:** 2007

**Date of WCSD Board Approval:**

**Title:** Introduction to Web Design

**Publisher:** Glencoe

**ISBN #:** 978-07-0-881099-2

**Copyright Date:** 2011

**Date of WCSD Board Approval:**

**BOARD APPROVAL:****Date Written:**        November, 2009**Date Approved:**       **Implementation Year:**        2010**Suggested Supplemental Materials:** (List or insert None)

Current Microsoft Office software

Adobe Creative Suite

Microsoft Movie Maker

Photoshop

MS Expression Web

} Web page design software, multi-media design editing software

**Course Standards****PA Academic Standards:** (List by Number and Description)

13.1.11 Career Awareness and Preparation A, D, F

13.2.11 Career Acquisition (Getting a Job) E

13.3.11 Career Retention and Advancement A, E, G

**SEE TASK GRID****WCSD Academic Standards:** (List or None)

None

**Industry or Other Standards:** (List, Identify Source or None)

NOCTI

**SPECIAL EDUCATION AND GIFTED REQUIREMENTS**

The teacher shall make appropriate modifications to instruction and assessment based on a student's Individual Education Plan (IEP) or Gifted Individual Education Plan (GIEP).

**SPECIFIC EDUCATIONAL OBJECTIVES/CORRESPONDING STANDARDS AND  
ELIGIBLE CONTENT WHERE APPLICABLE**

(List Objectives, PA Standards #'s, Other Standards (see samples at end))

**SEE TASK GRID**

**PA Standard:** 13.1.11 Career Awareness and Preparation A, D, F

X – performance assessed during that semester

	<b>Performance Indicators</b>	<b>1</b>	<b>2</b>	<b>Assessment</b>
A.	Relate careers to individual interests, abilities, and aptitudes.			<ul style="list-style-type: none"> <li>• Projects/Performance</li> <li>• Quizzes</li> <li>• Tests</li> <li>• Teacher Observation</li> </ul>
D.	Evaluate school-based opportunities for career awareness/preparation.			
F.	Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to: Associate degree, Baccalaureate degree, Certificate/licensure, Immediate part/full time employment, entrepreneurship.			

**PA Standard:** 13.2.11 Career Retention (Getting a Job) E

X – performance assessed during that semester

	<b>Performance Indicators</b>	<b>1</b>	<b>2</b>	<b>Assessment</b>
E.	Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge.			<ul style="list-style-type: none"> <li>• Projects/Performance</li> <li>• Quizzes</li> <li>• Tests</li> <li>• Teacher Observation</li> </ul>

**PA Standard:** 13.3.11 Career Retention and Advancement A, E, G

X – performance assessed during that semester

	<b>Performance Indicators</b>	<b>1</b>	<b>2</b>	<b>Assessment</b>
A.	Evaluate personal attitudes and work habits that support career retention and advancement.			<ul style="list-style-type: none"> <li>• Projects/Performance</li> <li>• Quizzes</li> <li>• Teacher Observation</li> <li>• Tests</li> </ul>
E.	Evaluate time management strategies and their application to both personal and work situations.			
G.	Evaluate the impact of lifelong learning on career retention and advancement.			

## ASSESSMENTS

**PSSA Assessment Anchors Addressed:** The teacher must be knowledgeable of the PDE Assessment Anchors and/or Eligible Content and incorporate them into this planned instruction. Current assessment anchors can be found at [pde@state.pa.us](mailto:pde@state.pa.us).

**Formative Assessments:** The teacher will develop and use standards-based assessments throughout the course.

**Portfolio Assessment:** \_\_\_\_\_ Yes      X   No

**District-wide Final Examination Required:** \_\_\_\_\_ Yes      X   No

**Course Challenge Assessment (Describe):**  
Performance Assessments

### REQUIRED COURSE SEQUENCE AND TIMELINE

(Content must be tied to objectives)

Content Sequence	Dates
Power of Advertising	5 days
Advertising Industry	10 days
Analyzing Customers	5 days
Principles of Visual Design	20 days
Planning the Advertising Campaign	10 days
Creating the Advertisements	30 days
Placing the Advertisement	10 days
Fundamentals of Web Design	25 days
Designing Web Sites	20 days
Enhancing a Web Site	20 days
Web Site Development Process	25 days
	180 days

**Objectives:**

**See Task Grid**

**WRITING TEAM:** Claudia Solinko

### WCSD STUDENT DATA SYSTEM INFORMATION

1. Is there a required final examination?        X   Yes             No
2. Does this course issue a mark/grade for the report card?        X   Yes             No
3. Does this course issue a Pass/Fail mark?             Yes        X   No
4. Is the course mark/grade part of the GPA calculation?        X   Yes             No
5. Is the course eligible for Honor Roll calculation?        X   Yes             No
6. What is the academic weight of the course?  
           No weight/Non credit        X   Standard weight  
           Enhanced weight (Describe)