

BP 809 Year 11 Web Design Unit

Brief for guest speaker from Cucumber Software

Let me begin by outlining what the students have been taught so far this year and then I'll go over some of the areas I thought you could cover in your presentation.

Students have been learning how to create web pages using a text editor. They have been using css where the style sheet (the .css file) has been created separately from the .html file. In particular, they have learnt:

- the layout/sections of an html document – head, body, etc
- working with selectors – body, h1..h2, etc, p
- styling text – letter-spacing, word-spacing, font-weight, etc
- creating and styling with class selectors and id selectors
- creating and styling lists
- creating and styling links – visited, active, hover and how to create horizontally-aligned links
- working with images – placement, sizing, using them to create backgrounds
- page layouts using <div>
- the box model (padding, border and margin) and using these properties to place items on a page
- Flash basics – creating drawings and then animating these and then placing these animations on a web page using <object> - no Actionscript has been taught to date but they will learn this later in the year.
- the theory of good Design Principles (alignment, contrast, colour, etc) as they apply to web site design
- using Dreamweaver to do the above with the students working in code view

With these skills the students are expected to use what we call 'good technological practice' to create a web site that will improve communications for an organisational group – they choose the group and in the past it tends to be a rock band they belong to, a sports team they are a part of, Mum/Dads business, etc.

I have enclosed a copy of the handout 'A web based solution to an issue' which summarizes the process the students are expected to go through with their web site project and it also outlines what is 'good technological practice'.

Some of the areas I thought you could cover in your presentation (but please feel free to add to the list) could be:

- students must consider what we call 'codes of practice' but you probably refer to it as just the good work practices of a web designer.
 - (i) is there a code of practice that you follow
 - or
 - (ii) what good work practices do you use with regard to things like:
 - coding (e.g. do you comment it, how do you check it)
 - images (e.g. do you keep them to a certain file size)
 - file sizes
 - use of css (I've seen on some websites this W3C compliance tick so how do you get that)
 - cross platform issues
 - multiple browsers
 - etc

This area of 'good work practices' should probably be the main area for you to focus on

- how do you approach a new project in terms of finding out client requirements, developing a brief, planning, designing (where do you get your ideas from), building and evaluating – this could be incorporated in the area of 'good work practices'
- students must consider 'codes of ethics'
 - (i) is there a code of ethics you follow
 - or
 - (ii) what ethical considerations do you take into account if you are not following a formalised code e.g. do you always get a person's approval before you put a picture of them on a web site; ensuring you avoid gender or racial bias
- students must consider relevant laws and regulations. What laws/regulations do you consider when developing e.g. copyright , privacy laws
- do you have any neat little tricks appropriate for these students you use with web pages to enhance their appeal – Flash or Javascript effects(I haven't taught this yet but I was hoping to later on but maybe some effects you achieve with this could act to whet their appetites)
- are there any rules/guidelines you follow with regard to how much Flash effects to use or are there guidelines on when to use/when not to use it
- how do you use other software such as Photoshop to prepare material to use on a web site
- perhaps just consider 'what makes a good website'

Please note:

- the class you will be talking to is a year 11 (5th form class made up of 15 and 16 year olds) so at this level we don't do any advanced techniques such as having databases on the web site with php programming
- the room you will be speaking in has Mac computers with the computer at the front of the room (which you may wish to use) connected to an overhead data projector or you can plug in your own laptop to the data projector.