

Course Title: User Interface Design (EDITS)			
Course Number: 9001120			
NGSSS Benchmark	Content Focus	Number of Points Possible	Suggested Cognitive Complexity (per CPALMS)
Reporting Category 1: Incorporate Human Computer Interface (HCI) principles of design.			
21.03	Describe what is meant by an “intuitive” interface.	1 2	2 level 1
21.04	Describe how typography, color scheme, and graphic usage are used to set website feel/tone for various types of websites (e.g., educational, entertainment, ecommerce). Identify and use the following design concepts: contrast, repetition, alignment, proximity, writing style.	2	2 level 2
21.05	Identify and use the following design concepts: contrast, repetition, alignment, proximity, writing style.	2 4	4 level 2 1 level 3
21.06	Define and establish logo, identity, and branding needed for an effective website.	2 4	2 level 1 2 level 2
Reporting category total		7 12	
Reporting Category 2: Research and obtain information for use in designing the user interface.			
22.01	Identify common user information needs, information gathering models, and methods for gathering user research.	2 4	4 level 2 1 level 3
22.02	Define the primary audience and customer expectations and develop a rubric for defining user tasks and corresponding functionality.	2	2 level 2
22.03	Describe target audience preferences based on demographics (e.g., gender, age, economic status, culture).	2	2 level 2
22.05	Apply the results of research and analytics to the design of a user interface.	2	1 level 2 2 level 3
Reporting category total		8 10	
Reporting Category 3: Create an intuitive interface using Cascading Style Sheets (CSS).			
23.06	Differentiate among static, relative, absolute, and fixed positioning schemas.	1 2	2 level 2
23.07	Use schemas to design a website: fixed, liquid, elastic designs.	2	2 level 2
23.08	Recognize browser support for static, relative, absolute, and fixed positioning schemas.	2	1 level 1 2 level 2
23.09	Identify and correct display issues in a web page using multiple browsers.	1 2	2 Level 2
Reporting category total		6 8	
Reporting Category 4: Demonstrate proficiency creating a logical website file structure.			

24.01	Create an efficient, maintainable directory structure for a website, including the site root and subfolders for assets (e.g., images, templates, CSS)	2	2 level 2
24.02	Demonstrate and use correct file paths for relative, site root relative, and absolute links.	3 4	2 level 3 4 level 2
Reporting category total		5	
Reporting Category 5: Create a CSS formatted informational website.			
25.03	Incorporate methods used to drive traffic to the website, then engage and retain visitors.	2 4	2 level 2 2 level 3
25.04	Apply standard optimization practices (e.g., keyword proximity; density; relevance; appropriate page titles, URLs, and headings, alt tags) to enhance search engine performance. <i>No Items Written</i>	2	2 level 2
25.05	Use standard design techniques to correctly display a website using multiple browsers (e.g., box model, has Layout, Internet Explorer Conditional Comments (IECC)). <i>No Items Written</i>	2	1 level 1 1 level 2
25.06	Integrate common multimedia and plugins as appropriate to enhance a website design. <i>No Items Written</i>	1	1 level 3
Reporting category total		7	4

Reporting Category 6: Demonstrate proficiency publishing, testing, monitoring, and maintaining a website.			
26.02	Identify methods of acquiring a domain name, appropriate hosting, and search engine registry. <i>No Items Written</i>	2	2 level 3
26.03	Understand and implement strategies to measure website traffic and improve search engine analytics reports. <i>No Items Written</i>	1	1 level 3
26.04	Describe the use of standard web marketing technologies (e.g., blogging, podcasting). <i>No Items Written</i>	2	1 level 1 1 level 2
26.05	Describe how social media and social networking sites can be used for marketing purposes. <i>No Items Written</i>	2	1 level 1 1 level 2
26.09	Identify and incorporate standard security measures in a website. <i>No Items Written</i>	1	1 level 2
26.10	Identify and use online validation tools. <i>No Items Written</i>	1	1 level 1
26.11	Successfully change invalid markup to comply with standards. <i>No Items Written</i>	3	1 level 1 1 level 2 1 level 3
26.13	Write markup that facilitates accessibility. <i>No Items Written</i>	1	1 level 2
Reporting category total		13	
Reporting Category 7: Use information technology tools.			
29.02	Employ technological tools to expedite	4	2 level 1

	workflow including word processing, databases, reports, spreadsheets, multimedia presentations, electronic calendar, contacts, email, and internet applications. Object Model (BOM) and how it relates to JavaScript. No Items Written		2 level 2
29.03	Employ computer operations applications to access, create, manage, integrate, and store information. No Items Written	2	1 level 1 1 level 2
Reporting category total		6	

Total number of questions = 52

Low = 11 (21 %)

Moderate = 30 (58%)

High = 11 (21%)

Overall Percentage for Written Exam: 30%

Overall Percentage for Performance Tasks: 70%

Performance Task #1	Demonstrate proficiency in advanced web page design using Cascading Style applications, Internet/Intranet tools, and website promotion.
Weighting Percent for this Task	70%
Standards	<p>21.05 Use the following design concepts: contrast, repetition, alignment, proximity, writing style.</p> <p>21.08 Create a series of webpage storyboards that incorporate HCI design principles.</p> <p>23.01 Create CSS styles suitable for use on an intuitive webpage interface.</p> <p>23.03 Create a series of templates formatted exclusively using CSS.</p> <p>23.04 Use CSS syntax to configure and apply style sheets for multiple media displays (e.g., screen display and print).</p> <p>23.05 Create webpage templates using advanced CSS methods (e.g., create multi-column layouts, mimic client-side technologies, create faux columns).</p> <p>24.01 Create an efficient, maintainable directory structure for a website, including the site root and subfolders for assets (e.g., images, templates, CSS).</p> <p>24.02 Use correct file paths for relative, site root relative, and absolute links.</p> <p>25.01 Use GUI (Graphical User Interface) web authoring software to create a multi-page informational website.</p> <p>25.02 Create documented CSS style sheets for layout and appearance purposes.</p> <p>25.06 Integrate common multimedia and plug-ins as appropriate to enhance a website design.</p> <p>26.07 Use popular Internet browsers and tools as defined by W3C Browser Statistics (e.g., Mozilla Firefox (Web Developer Toolbar, ColorZilla, MeasureIt, Firebug), Internet Explorer 7/8) to display and troubleshoot websites.</p> <p>26.12 Build a webpage that successfully passes the W3C validation test</p>

	at http://validator.w3.org . 26.13 Write markup that facilitates accessibility.
Exemplar (If applicable)	- Not applicable due to difference in student output -
Additional Information	Completed web site. Students will require 4 hours for completion of the web site construction and validation.
Suggested Assessment Team	Site CTE teachers will judge student performance.

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4	Student was able to demonstrate superior proficiency in website development process. Student will produce an advanced level web page design using Cascading Style Sheets (CSS), advanced HTML commands, multimedia applications, Internet/Intranet tools, and website promotion with only 1 error.
3	Student was able to demonstrate moderate proficiency in website planning and the design process. Student will produce an advanced level web page design using Cascading Style Sheets (CSS), advanced HTML commands, multimedia applications, Internet/Intranet tools, and website promotion with less than 6 errors.
2	Student was able to demonstrate good proficiency in website planning and the design process. Student will produce an advanced level web page design using Cascading Style Sheets (CSS), advanced HTML commands, multimedia applications, Internet/Intranet tools, and website promotion with less than 9 errors.
1	Student was able to demonstrate limited proficiency in website planning and minimally apply the design process. Student will produce an advanced level web page design using Cascading Style Sheets (CSS), advanced HTML commands, multimedia applications, Internet/Intranet tools, and website promotion with less than 10 errors.
0	Student was not able to create a web site. Student did not attempt.